PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

a CXXXVI, No. 2 New York, July 8, 1926

10c A Copy

B.A.I.S. 1925 with N. W. Ayer & Son



To the growth of the soil

A visit to the country a generation ago produced no more vivid impression on young minds than that of solemnly ascending the stairs to be out

to bed... preceded by Cousin Sallie, perilously clutching a smoking oil lamp. Methodically tucked in, you listened to the retreating sound of her footsteps while black darkness fell upon you.

Few country people then, however industriously they worked by day, had the courage to improve their minds by night. Small wonder that the more effervescent youth drifted cityward.

Thrifty parents were left in the lurch. Country editors exhorted. Politicians "viewed with alarm" in vain. Every year more country malcontents descended upon the cities.

Meanwhile came Colt Light—bringing city comforts and conveniences into country homes—bringing light and cheer and livableness to the farm.

Advertising Headquarters, co-operating with the J. B. Colt Company, of New York, is furthering this work—carrying the message of better lights and modern facilities for cooking and ironing into farm homes throughout the nation.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



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"Circulation," when it is Free distribution, is often akin to ordinary "Circulatizing," as far as the recipient is concerned.

IMPORTANT BUYERS

All Lines — Everywhere — Buying Every Product order and pay for this

SUPERIOR PURCHASING

No matter what your product, this Register would often present your sales message to the right man at the right moment; many times when you would not come to his attention at all, if your sales message is not in the Register; -our users rarely look elsewhere.

The only "Paid" circulation work of its kind.



It aims at 100% completeness, gardless of advertising. That is why

> BIG BUYERS Prefer it.

A.B.C. MEMBER (THE ONLY ONE)



2300 Advertisers Use 7432 Spaces

Most of them use "Keys" and know what they get

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month. THOMAS PUBLISHING COMPANY, 461 Eighth Ave., NEW YORK

Issued Publish June 25 VOL. C

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

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NEW YORK, JULY 8, 1926

No. 2

What a Banker's Questionnaire on Advertising Disclosed

One of the Points Brought Out Is That Advertising Is Needed More When Business Is Quiet Than When Business Is Booming

By Uzal H. McCarter

President, Fidelity Union Trust Company, Newark, N. J.

A DVERTISING appropriations have shown a marked increase in the Newark territory during the first half of 1926. A

questionnaire was recently sent out by the Fidelity Union Trust Company to all the industries in this territory in an effort to obtain a true picture of earnings and sales

for this period. One of the questions asked related to advertising appropriations, and a study of the reveals most interestingly that while the various industries had expected a period of depression similar to the depression of 1924 following the prosperity of 1923, they have, almost without exception

larged their ex-

penditures

advertising. This is in striking contrast to an opinion lately popular about advertising. In 1923 and 1924, there was considerable agitation con-

for

cerning a Federal tax on corporation surplus accounts. Many of our corporation executives in this territory as well as others, feared

There are approximately 2,940 manufacturers located in Newark producing 270 separate classes of articles. Consequently, although the questionnaire on which this article is based is local, the information secured is of national significance.

As to the Fidelity Union Trust Company, it ranks as one of the large banks of the country. Its capital and surplus are in excess of \$10,000,000. Its total assets, including the assets of the six affiliated banks whose stock it owns, are in excess of \$135,000,000. It has more than 150,000 customers.

Mr. McCarter is also a director in the Public Service Corporation of New Jersey and all its subsidiary companies and the Fidelity Union Title and Mortgage Guaranty Company of Newark. He is a former president of the Trust Company Division of the American Bankers Association.

that they might be forced so to deplete their surplus accounts through the payment of dividends as seriously to weaken the financial structure of their company. Rather than let the money go out in a way which would in no way benefit the company, many of executives these advocated spending it for advertising.

We frequently heard the statement: "Well, I'm not positive about the value of advertising, but I certainly would rather spend the money that way than give it away." Thus, an

opinion grew up in industrial, and perhaps in advertising circles that a period of large earnings would be followed by a period of increased advertising appropriations.

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The year 1925 was a period of high earnings, and if considered superficially, it might be said this was the cause back of any increase in appropriations which has been The fact of the made in 1926. matter. however, is that threatened direct tax on corporation surplus accounts was not brought about. The income tax applicable is not enough to force a company to weaken its position without cause. Consequently, the question taxes was not a factor in the determination of advertising appropriations for 1926.

On the other hand, 1926 was entered into by many companies with some fear, and every effort was made to curtail unnecessary expenditures. Buying was greatly restricted. For this reason, instead of paying out their surplus accounts for the purpose of reducing them, practically every wellorganized company practiced severe economy. Thus, any increase that has been made in advertising appropriations is the result of a belief in the value of advertising,

for its own sake.

The fact that appropriations have been increased this year, in the face of considerable uncertainty, is an indication that the depletion of surplus account theory can no longer be held. It indicates that advertising must be accepted as a scientific factor for stimulating sales, and that it is needed more when surplus accounts are low than when they are normal or large.

An analysis of the advertising plans in the leading trades as reported in answer to the Fidelity Union Trust Company's questionnaire follows:

Leather Manufacturers

In the leather manufacturing group, only 2 per cent of the companies report that they do not advertise. Twelve per cent report that they plan no increase and 86 per cent state that they have made an increase or are planning an increase.

Conditions in the leather trade have been bad for some years, due in many cases to permanent factors, such as a shift from open automobiles to closed cars which use textile fabric upholstery. The industry has been called upon to reorganize itself in many ways, and while a number of the companies are in a stronger position than they were three years ago, the general prospects are not so bright as in some other lines.

As a part of their reorganization plans, many of the companies have gone direct to the public with their advertising message. Formerly, it was the practice to use very little space outside of trade papers, and the advertisers felt safe when they were merely reaching a few manufacturers and dealers. The experiences of the last few years have taught them the weakness of this position, and the better companies are extending their advertising to include national mediums. which will educate the public on the value of their products in the face, if necessary, of dealer opposition.

Manufacturing Jewelers

Two per cent of the manufacturing jewelers report that they do not advertise; 2 per cent report that they are decreasing their appropriations and 94 per cent report an increase. The remaining 2 per cent report that a national jewelry campaign is to be conducted this coming year on a cooperative basis, in which they are taking part.

The value of co-operative advertising is always doubtful. A company participating in it fails to entrench itself in the public mind. In some cases, however, where the trade as a whole is endangered by shifting public opinion, it may be useful as a medium for combating this. In the jewelry trade such a condition does not seem to exist, and the companies which are using their advertising to make their name better and more widely known are perhaps the wisest.

Varnish Manufacturers

One per cent of the varnish manufacturers report that they do not advertise and 1 per cent refacopen which

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REAL EVIDENCE

Of Consistently Good Service

The McCann Company's Record of Accounts handled five years or over is as follows:

7 accounts for 13 years
(The life of The McCann Company)

2 accounts for 12 years

2 accounts for 11 years

2 accounts for 10 years

1 account for 9 years

3 accounts for 8 years

3 accounts for 6 years

8 accounts for 5 years



THE H.K.M°CANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES SAN FRANCISCO MONTREAL DENVER

port they are decreasing their appropriations. One hundred per cent of the replies state it is their opinion that their competitors are increasing their advertising appropriations.

The small percentage of decrease reported is likely traceable to financial difficulties in some one plant. In sending out a general questionnaire it is always probable that some one or two companies will answer which are having difficulties that are not common to other companies in their line.

General Manufacturing

A number of the companies in this group are small plants supplying special products or machinery to one or two large companies. It is quite natural that such concerns should not advertise. However, in the last few years many of these companies have begun to reach out for a diversified line of customers. This healthy tendency, and one which requires the aid of advertising. Thus, in a line which five years ago would have had no advertisers, it is surprising to find 6 per cent who advertise and 2 per cent planning to increase their appropriations.

This same situation holds true in the foundry trade. Three per cent of the foundries reporting, advertise, and 1 per cent plan to increase their appropriations.

In the hardware trade, 1 per cent report that they advertise and all of these are planning an in-

Among tool manufacturers, 2 per cent advertise, all of whom are planning an increase.

These lines are mentioned as their programs seem to be suggestive of new fields for advertising, and as a new tribute to its value.

Construction

In the construction group, the condition is mostly reported as stationary. Some of the lumber and structural steel companies report an increase.

The explanation for the failure to increase advertising appropriations in the construction field may be due to the prosperity which this line has enjoyed for the last year and a half, particularly in the Newark territory. It is doubtful if the building program here has reached the saturation point. Most of the construction companies have as much as or more business on hand than they can comfortably take care of, and for this reason are making no effort to reach out for additional business.

Forcing Sales

The condition of appropriations in the construction group would seem to establish another argument against the idea that advertising is largely used as a satisfactory means to use up excess earnings. It seems to indicate that in actual practice, a corporation in times of prosperity will often decrease its appropriation instead of enlarging it.

In short, the conclusion presented by a survey of the Fidelity Union Trust Company's questionnaires indicates that advertising has come to be widely and generally accepted by the more successful corporations as a scientific means for forcing sales, and that it is more widely employed in periods of depression, or in what are supposed to be periods of depression, than in periods of prosperity.

In some quarters, this use of advertising to force sales has been It has been said that criticized. advertising has produced economic waste by influencing people to consume more of the various products offered than they actually need, and that it has foisted many luxuries upon the public, causing money to be spent for automobiles and radios and jewelry that should have gone into savings banks and sound invest-

Without going into this viewpoint deeply, it may be pointed out that a growing modern school of bankers holds against it. Savings banks would have no workers' wages to draw upon for accounts and corporations which issue sound investments would have no need for enlarged production if h this year the out

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1926

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Member A. B. C.

bright, alert, home-making American women buy Needlecraft Magazine—by the year, in advance, at the full price—is because it gives them a highly desired service obtainable from no other magazine.

The reason more than One Million neat.

As one successful magazine publisher recently put it-"it is America's 'sweetest' million.

And its "sweetness" is made even more pronounced by its concentration in small towns where advertisers of better merchandise need quality as well as quantity coverage.

> ROBERT B. JOHNSTON Advertising Manager

Fill in, tear out and mail this coupon

Address

Robert B. Johnston, Advertising Manager Needlecraft Magazine 285 Madison Ave., New York, N. Y.

Send complete analysis of Needlecraft Magazine's circulation of 1,000,000 and reason why it can increase the sale of

Name of	firm

Individual

July 8

there were no purchasing public.

The modern economic structure seems to be based on the circulation, rather than the hoarding of money. When a laborer buys a radio he is giving other laborers increased wages and creating a large surplus of earnings available for deposits in savings banks. This is not a dangerous situation. It is one which will produce personal leisure and personal wealth for millions of people. If it promises anything, it promises to reduce poverty, unsanitary conditions, ignorance and most of the evils that the eighteenth century champions of democracy railed against.

H. W. Burritt, President. Leonard Refrigerator

Henry W. Burritt, formerly associated with the Ford interests, has become president of the Leonard Refrigerator Company which, under a change of name, succeeds the Grand Rapids Refrigerator Company. This change of name enables the company to associate itself more closely with its product, the Leonard Cleanable Refrigerator which it has been

Cleanable Refrigerator which it has been making for the last forty-five years.

The company, which has its headquarters at Grand Rapids, is a division of the Electric Refrigeration Corporation, formed early this year through the merger of Kelvinator, Leonard and Nizer.

The Leonard company also will continue to put out the Leonard cabinet for electric refrigeration.

tinue to put out the Leonard cabinet for electric refrigeration.
Other officers of the company are:
A. H. Goss, chairman of the board of directors; C. H. Leonard, director; H. C. Leonard, vice-president and factory manager; F. A. Harvey, vice-president and director of sales; Walter Whittier, vice-president and engineer; L. F. Fort, treasurer and Merlin Wiley, secretary.

Benjamin & Kentnor Add to Staff

Vincent R. Ely, formerly assistant advertising manager of the Pepsodent Company, Chicago, but more recently with True Story Magazine, and Harry W. Clifford, formerly with the New York and Chicago offices of the Kanasa City Star and Times and later with the Capper Publications, have joined the staff of the Chicago office of the Benjamin & Kentnor Company, publishers' representative. representative.

Made Vice-President and General Sales Manager of Duz

Allen L. Woodworth, until recently general manager of the Liberty Yeast Company, has become vice-president and general sales manager of the Duz Company, Inc., New York.

Lord & Thomas and Logan Elects Officers

L. Ames Brown has been elected first vice-president and a director of Lord vice-president and a director of Lord & Thomas and Logan. As previously reported, Albert D. Lasker is chairman of the board of directors of the new corporation, formed by the merger of Lord & Thomas and Thomas F. Logan, Inc., and Thomas F. Logan is president. Rajab V. Sollitt, who was made secretary and treasurer, is also a member of the board.

treasurer, 18 also a memoer of the board. The following are vice-presidents of the new company: E. Frank Hummert, Frank H. Fayant, O. D. Street, Randal W. Borough, George A. O'Neil and Waldemar Kaempffert.

Armour Leather Company to Be Reorganized

Plans for the reorganization of the Armour which have been under consideration for more than a year, have been announced. A new company, the J. K. nounced. A new company, the J. h. Mosser Leather Corporation, has been formed to take over the Armour Leather Company and the Sylva Tanning Company, both controlled by Armour & Company, Chicago. Henry W. Boyd, president of the Armour Leather Company, will continue as president of the new

M. W. Price Returns to Simmons Company

Morgan W. Price, recently executive vice-president of the National Retail Furniture Association and secretary of the Furniture Club of America, has returned to the Simmons Company, Chicago, manufacturer of beds and bedding, as vice-president and general sales man-ager of the central division. He was formerly sales manager of the Simmons Company.

West Hair Curler to Cecil. Barreto & Cecil

The West Electric Hair Curler Corporation, Philadelphia, has placed its advertising account with the New York office of Cecil, Barreto & Cecil, Inc. advertising agency, which will shortly direct campaigns on Softex shampoo and West Electric Hair Curlers.

A. H. Ogle, Director, Association of National Advertisers

Arthur H. Ogle, advertising manager of The Wahl Company, has been elected by the Association of National Advertisers to fill the unexpired term on the board of directors of W. S. Ashby.

Appoints Cleveland Agency

The Westinghouse Union Battery Company, Pittsburgh, Pa., has appointed The Sweeney & James Company, Cleve-land advertising agency, to direct its advertising account.

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Union. R. G. R. Shinesin

Brooklyn people buy Brooklyn newspapers because in them only do they get the full Brooklyn news.

80,000 families read the Standard

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

How Zapon Is Using Latent Good. Will to Build New Distribution

A Forty-two Year Reputation in the Industrial Market Is Being Capitalized in Getting Distribution for a New Line in the Retail Field

THE advent of The Zapon Company into the retail market with a complete line of lacquer finishes for household use has several angles of advertising and merchandising interest. One of the most interesting angles to be found is how the company is using its reputation in the industrial market to build distribution for a new line sold through retail channels.

According to Clinton S. Ferris, advertising manager of The Zapon Company, the problems facing the company when these new lines were developed were: "Are the products sufficiently superior to competitive materials to profitable distribution in the consumer market where our name is unknown? Would it be too expensive to establish our name in this market? Could we capitalize upon the good-will created by many years of advertising and successful merchandising in the industrial field? What policy should we adopt in marketing our product? These and many other questions caused us to study carefully

every phase of the situation.

"We had tested our products upon our own buildings and in many homes and several apartment houses and hotels," Mr. Ferris says. "We sent samples to about sixty women and to about the same number of other paint users to determine their reaction. The reports were very favorable and indicated that the product would receive consumer favor.

"Then, we made an investigation to determine the colors best received by the buying public, and we built a complete line of interior finishing materials comprising enamels, floor finishes, clear finishes and linoleum finish, together with wood fillers, putty and so forth.

"We then made a complete survey of the retail consumption of paints. We found that, on the average all over the country, about 60 per cent of the paint business is done in ready-mixed paints, lead, oil, turpentine and so forth for exterior surfaces, while 40 per cent is in specialties for interior finishing.

"We found also that the dealer's greatest profit is in specialise which are usually bought and applied by the consumer rather than by the professional painter. We further discovered that of the total surfaces upon which paint might be used, that exteriors compose only about 20 per cent, whereas interior surfaces amount to about 80 per cent. Actually, only 40 per cent of the paint business is being done in the field that makes up 80 per cent of the total possible market.

"Accordingly, we felt that a worth-while market was available for our new product, and that we had a strong appeal to the house-holder in that our product had all the qualities which this large market desired.

"In March, of this year, when the line was complete, we sought distribution. In bringing the product before the public, we felt that we should secure distribution before advertising direct to the consumer.

"We started slowly. The first salesman began in Pennsylvania on a test trip of three weeks. This man was not from our industrial sales staff. He knew nothing about lacquer. But he had as his selling talk a can of lacquer, a brush and a board, with which he gave a practical demonstration of what the product would do. He showed dealers right before their eyes, what results they could expect from the product, and without even a color card he sold the entire line at the rate of two orders a day for the entire period

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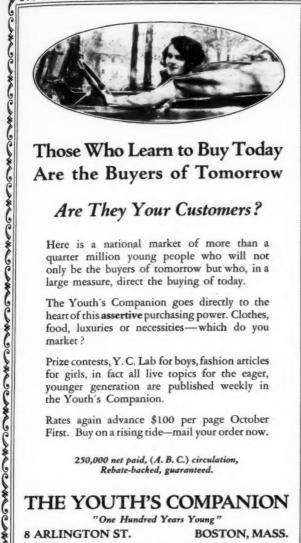
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Those Who Learn to Buy Today Are the Buyers of Tomorrow

Are They Your Customers?

Here is a national market of more than a quarter million young people who will not only be the buyers of tomorrow but who, in a large measure, direct the buying of today.

The Youth's Companion goes directly to the heart of this assertive purchasing power. Clothes, food, luxuries or necessities-which do you market?

Prize contests, Y. C. Lab for boys, fashion articles for girls, in fact all live topics for the eager, younger generation are published weekly in the Youth's Companion.

Rates again advance \$100 per page October First. Buy on a rising tide—mail your order now.

> 250,000 net paid, (A. B. C.) circulation, Rebate-backed, guaranteed.

THE YOUTH'S COMPANION

"One Hundred Years Young"

8 ARLINGTON ST.

BOSTON, MASS.

An Atlantic Monthly Publication

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July

of his trip. These orders from retail hardware stores averaged \$60 each.

"Now we have seven salesmen out, in New York, New Jersey, Connecticut, Pennsylvania and Maryland, and by fall we expect to launch a drive for distribution from our various branch offices.

"First announcements of our plans were made in a four-page color spread in a leading hardware trade journal. In this, we played up the company's name and reputation and its forty-two years of experience in the manufacture of This, and a two-page lacquer. spread the following week, introduced the line. A page advertisement in the same medium two weeks later, and one to appear in August, talk profits to the dealer. Following this initial advertising effort, we plan to run advertisements in many trade publications.

"Demonstrations by salesmen, however, are being relied on chiefly to introduce the line to the dealer. Backing these demonstrations is the Zapon name, which the dealer recognizes, and our men are playing up the industrial reputation as sponsor for the new line.

"These demonstrations backed with a long letter which goes to the dealer following the salesman's visit, a letter which explains ways by which the dealer can make profits with the lacquer. In this letter we also offer dealer helps, which include a color card with text that is of interest to the consumer, small folders, a three-piece lithographed window display and counter card, six newspaper electros and folders and stuffers for direct mail use. of these are free.

"At present, we are experimenting with a direct-mail campaign to 200 dealers, and if this proves successful we shall use it over the country.

"When we get distribution through the retail lacquer sales force, which is being built, and through direct-mail and journal advertising, we shall go into consumer advertising. This consumer campaign probably will start in the spring of 1927."

Mark This One on Your Calendar

CAPPER'S FARMER,
PUBLISHED AT TOPEKA, KANSAS
NEW YORK, July 3, 1926.
Editor of PRINTERS' INK:
Re McGrath's article in PRINTERS'

INK of June 24 which does the subject

INK of June 24 which does the subject up brown.

Some time ago at Oklahoma City I decided to have a "week," and after much research I found that the second week in June, 1947, was the first open "week"; so I have appropriated that week. It will be "Mind-Your-Own-Damn-Business Week."

I will appreciate it if you will throw the weight of PRINTERS' INK Dehind Week."

M. L. CROTHER.

M. L. CROTHER, Advertising Manager.

National Staff of New York "Herald Tribune" Meets

A two-day meeting of members of the national advertising department of the New York Herald Tribune was held recently at New York. In addition to the headquarters staff the conference was attended by its advertising representatives from Chicago, Boston, Device and Son Francisco. troit and San Francisco.

The conference was opened with an address by Mrs. Ogden Reid, which was followed by an outline of the department's plans by George J. Auer, head of the national advertising department. Addresses also were made by members of the executive staffs of a number of advertising agencies and national advertisers.

D. S. Ludlum to Continue Music Master

David S. Ludlum, formerly president of the Autocar Company, Ardmore, Pa., has been elected trustee in the bankruptcy estate of the Music Master Corporation, manufacturer of radio equipment. He has been given authority to continue the business as a going concern for an indefinite period.

Becomes the Day-Fan Electric Company

The Dayton Fan & Motor Company, Dayton, Ohio, has changed its name to the Day-Fan Electric Company. This was done more closely to associate the company with its advertised trade-name, Day-Fan, under which it markets its radio receiving sets, electric fans and motors.

Ginger Ale Account for Baltimore Agency

The Gosman Ginger Ale Company, Baltimore, has appointed The Joseph Katz Company, advertising agency of that city, to direct the advertising of Gosman's ginger ale and pale dry bev1926 11

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fter ond open that wnThe newspaper situation in Buffalo HAS changed!

Present circulation of
Buffalo Evening Times
over
115,000

Present circulation of
Buffalo Sunday Times
over
135,000

BUFFALO TIMES

NORMAN E. MACK, Editor and Publisher

VERREE & CONKLIN, INC., National Representatives

New York Detroit Chicago San Francisco



The Chicago Daily News has installed special equipment enabling it to publish the complete, final quotations of the markets,

> appr No other Chicago newspape financial news s

THE CHICAGO

Advertising Representatives:

NEW YORK J. B. Woodward 110.E. 42d St.

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With the Day's Complete, Final Reports of the Markets

including New York and Chicago stock, bond and curb markets, in its "Final Markets" edition, on the street at 3:10 p. m.

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DAILY NEWS

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO Woodward & Kelly 360 N. Michigan Ave. SAN FRANCISCO C. Geo. Krogness 353 First National Bank Bldg.

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More Than One Half Million Wisconsin Readers Every Day

A Nine to One Favorite!

NATIONAL home and office furnishing advertisers during 1925 invested nine dollars in The Milwaukee Journal for every dollar they invested in all other Milwaukee papers combined

Fourteen out of the seventeen advertisers concentrated in The Milwaukee Journal. Eleven used The Journal exclusively.

Napanee Kitchen Gabinet
Cso. W. Blabon Company
Armstrong Cork Company
M. J. Whittell Association
Standard Bedding Company
Lloyd Manufacturing Company
DeLuxe Manufacturing Company
Northwestern Furniture Company
Alexander Smith & Sons Company
Cleveland Metal Products Company

To build a maximum volume of business in the rich Milwaukee-Wisconsin market at the lowest possible advertising cost per sale you, too, need only one paper—

THE MILWAUKEE JOURNAL

FIRST BY MERIT

The Farmer's Plight Is Industry's Problem

Profits of Industry Dependent on Prosperity of All the People

By Senator Arthur Capper

I is incorrect to speak of the present condition of the farming industry as the farmer's problem, for, while the farmer is directly concerned, every other industry in the country is or will be affected by the farmer's present plight. Therefore, the need for farm relief is a general and an industrial need—a vital need of the nation. It is a plain business proposition, and the farmer's problem must be solved by the application of sound business and

economic principles.

The defeat of the Haugen bill the other day in the Senate simply means that the manufacturing interests of the country do not realize how greatly their profits de-pend upon the farmer's profits. The Senate vote stood 39 for and 45 against the Haugen bill. If the votes were charted on a map of the United States they would show that practically every State west of Indiana was in favor of the bill, and that the Eastern and Southeastern States were against it. This indicates to the people of the great farming regions of the country that the people of the thickly populated manufacturing areas of the East do not understand the vital need of the farming industry which largely supports them and perhaps do not want to understand.

It is most unfortunate that the political aspects of farm relief legislation have been so strongly emphasized. Political discussion and dissension have served to mislead many business men to believe that farm legislation is a political expedient rather than an economic necessity. And now it is plainly indicated that the problem, before it can be solved, must be recognized for what it is by all members of our manufacturing industry.

It should be obvious that those dependent upon manufacturing

cannot continue to enjoy prosperity if the farmer is allowed to earn but a mere subsistence. Either the price of farm products must be brought up, or it is certain that the prices of other commodities that the farmer buys must be brought down. When this basic fact is realized, I am sure that no business man would deny the farmer a sufficient profit to permit him to maintain a standard of living comparable to that of men in other lines of business which require the same amount of capital, intelligence and energy. Certainly no sane man would insist upon conditions which will lower the standards of living on American farms and decrease the purchasing power of the average farmer and his family.

The balance between agriculture and every other industry has been destroyed. This balance must be restored, so far as it can be done, on sound lines. And it must be safe-guarded when restored for

the good of all industry.

WHAT STATISTICS SHOW REGARDING FARMERS' HANDICAP

If proof is required to convince the business man that a vital problem exists, it can be found in the statistics of the Department of Commerce which show that during 1923 our industries as a whole made a higher percentage of profit than in any other year in the history of the country. The figures also show that American agriculture as a whole lost more than in any previous year. The farmer was not able to overcome the handicaps imposed by selling in competition with cheaper and newer lands, cheaper labor, poorer living conditions, cheaper transportation of foreign countries. At the same time, he purchased his supplies on a market protected from all this competition.

In 1923, farmers received but seven and one-half billion dollars for their products, and consumers paid more than twenty-two billion dollars for the same products. There is no question of the fact that this is too great a spread between producer and consumer. This creates a large part of the farmer's problem, and it is due to the costliest, most wasteful and most inefficient system of distribution in the world.

Last year, farmers received ten billion dollars for their products, and consumers paid approximately thirty billions for the same products. Nineteen million people in this country trafficked in the products of our thirty-four mil-lion farmers. These people are distributors, carriers, dealers and others, and last year they received two dollars for every single dollar the farmer received for his products.

Even the most enthusiastic advocates of the Haugen bill did not maintain that the measure was perfect or that it would promptly and completely solve the entire problem. They conscientiously believe that it was a long step in That it was the right direction. economically sound is the opinion of no less an authority than Vice-President Dawes. And the deep interest in the bill on the part of a large majority of the farmers of the country certainly proves that similar legislation will be advocated persistently in the future until relief is assured.

The farmer is fully justified in asking of Congress that the economic rewards of his industry shall be placed on a parity with those of our manufacturing in-dustries. He is justified in asking that everything possible be done to make agriculture sufficiently remunerative for him to maintain a comfortable home and educate his children according to accepted American standards. In asking this he is not demanding special privileges, but equal opportunity.

The tariff helps the manufacturer, immigration restriction is an aid to labor, the Esch-Cummins act helps the railroads, the Federal

Reserve act is of assistance to the banks, while the farmer pays a large part of the cost without receiving a fair share of the benefits resulting from this legislation. What the farmer actually needs and must have is not the opportunity to borrow more money-although adequate credit facilities are necessary-but better prices, a fair profit on his products, and this does not necessarily mean a higher price to the consumer.

Despite blocs and so-called radical developments in the agricul-tural West, the farmer asks no special favors of the Government. Neither farmers nor manufacturers want the Government to adopt any one industrial group to the detriment of others. All the farmer asks is a square deal and a proper meshing of economic

adjustment.

WHAT FARMERS WANT

It is necessary to restore the farmer's dollar to the value of all other dollars. The farmer is the only man in business today who has no voice whatever in determining the price that is placed on the products of his labor, and he merely wants as much for his fourteen-hour day as other workers receive for their eight-hour day.

In the paying of national, State and local taxes, the farmer undoubtedly is imposed upon by tax legislation. The tax burden is pyramided upon him. As a consumer he pays the manufacturers' and the middlemen's taxes, which are passed along to him, and as a producer he has no one to whom he may pass his taxes. He is caught between the upper and nether millstones of taxation and ground exceedingly fine.

According to the figures of a report of the National Industrial Conference Board, the average earnings of those engaged in farming are 23.1 cents an hour. Factory workers, on an average, receive 56.1 cents an hour; railroad workers, 58.3 cents; anthracite miners, 83.4 cents; workers in the building trades receive \$1.057 an hour. The conjust more hest that W have years from basis kept lative mem opera 4 pe vear:

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trast furnished by these figures unmistakably shows that a condition exists in the farming industry that is unfair to its workers, unjust and un-American. Furthermore, this condition depresses the best and largest single market that our manufacturers have.

agricultural conditions have improved during the last two years, the farmer's business is far from being on a money-making basis, and it cannot be placed and kept on such a basis without legislative assistance. It should be remembered that the return on farm operations last year was less than 4 per cent, and that the last five years have seen the most marvelous prosperity the country has ever known in practically all lines of business except farming. There is not the slightest doubt that a constructive national agricultural policy is demanded, and I believe that any adequate program must include the following:

1. A plan under which the producer may secure an American price for that portion of his crops which is consumed in America independent of the world price for the surplus. This will tend to place agriculture on a basis of economic equality with industry and labor.

2. Development of co-operative marketing with the assistance of government agencies.

3. Liberalization and amplification of the intermediate credit law so that farmers will not be obliged to play into the hands of grain and produce speculators during the marketing period.

4. Tax relief for the farmer, to be accomplished by rigid economy in national, state and local governments and by a constitutional amendment prohibiting the issuance of tax free securities, the present and increasing volume of which is becoming an unbearable tax burden on agriculture.

Of course, Congress cannot end the troubles of the farmer merely by legislative enactment. Congress cannot upset the laws of supply and demand. But it is most certainly up to the Government to give its prompt and best attention to the problems of our great basic industry. Legislative aid is necessary, and the Government must go as far as it can along sound and practical lines to put agriculture on an equality with all other industries.

RELIEF A NATIONAL NECESSITY

In reality, relief measures are more necessary for national welfare and the permanent good of all the people than they are for the farmer and stockman whom they are intended to directly benefit. This, I am sure, is the key fact which must be understood by all industries to assure the relief measures that are necessary.

It is not my purpose here to advocate any specific legislation. Undoubtedly, a number of bills will be introduced in Congress during the next two or three years, various measures will be presented and discussed before sufficient and adequate legislation is enacted. From the viewpoint of the business man, I believe that the most important essential is for him to consider all proposed legislation, not from a political but from an economic aspect. It is necessary for him to brush aside all of the unimportant details of current discussion, and to consider every proposed solution of the problem according to good economic and principles. He should business study proposed legislation from his own viewpoint, determine the probable or assured result, and then arrive at a conclusion as to how that result will improve his own markets and give him a more profitable return for all of his merchandising, advertising selling effort. If the majority of the business men of the East and South will do this, there is little doubt that the problem of the farmer will be solved within the next year or two.

We have had conclusive proof that our nation could not continue to exist half slave and half free. It is equally as conclusive that we cannot continue to be a prosperous nation when one-third of our people are receiving an inadequate and unfair return for their labor.

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Government Prize Contests

THE JAMES FISHER COMPANY LTD.

THE JAMES PISHER COMPANY LTD.

ADVERTISING
TORONTO-MONTREAL

Editor of PRINTERS' INK:
Could you let us know if the Federal
or any State Government has ever run
an advertised contest, either for essays,
prize fruit, stock or vegetables, or any
other form of contest?

If you can give us some idea of the

If you can give us some idea of the prizes offered and the dates of the contest with other particulars, we would be greatly obliged.

THE JAMES FISHER COMPANY LTD.

NOUIRY on the subject at the offices of several of the Government departments in Washington indicates that it is no part of the Government's policy to offer prizes of any kind for any purpose. However, several of the Government departments arrange for contests of various kinds, and allow citizens. banks, manufacturers. stores and others to donate the prizes.

The Government does not make a practice of advertising the contests, and it never advertises the results of any contest, unless the published reports of the departments involved may be considered advertising. But both the contests and the results are frequently advertised by the donors of the

While the Bureau of Education of the Interior Department is very much interested in and encourages the national spelling-bees for boys and girls, it pays no part of the expenses. The organization work and money necessary to bring the contestants to the annual contests is furnished by newspapers and other organizations.

The same policy holds in the many contests of the boys' and girls' clubs which are organized by the Department of Agriculture in co-operation with the various State Governments and agricultural colleges. In this work, it appears that the State Governments generally take a stand similar to that of the Federal Government and offer no prizes directly. However, prizes to the value of millions of dollars have been offered to the boys and girls by local interests and national advertisers.

These prizes have ranged all the way from sample packages of breakfast foods and other products, to large sums of money to defray traveling expenses of contestants and to the short courses of instruction held in each State every year at a central point, A sewing machine manufacturer has donated a number of sewing machines for prizes. A varnish manufacturer has offered money prizes. and a list of the names of those who have encouraged the contests with prizes of almost every conceivable kind during the last five years would cover several pages.

The Office of Co-operative Extension Work, of the Department of Agriculture, has formulated rather strict rules to govern the acceptance of Every prizes. proposed contest is judged by this office on the basis of its educational value to the boys and girls and not according to the advertising returns to the donor of prizes.

Undoubtedly, the contests of the boys' and girls' clubs are the best examples of contests held under Government supervision in this country. The best source of information regarding them is the manufacturers and prominent advertisers who have arranged for the contests and given prizes. The names of such donors may be secured by addressing the Office of Co-operative Extension Work, Department of Agriculture, Washington, D. C.

Change in Ownership of Houston "Chronicle"

HOUSTON CHYONICIC

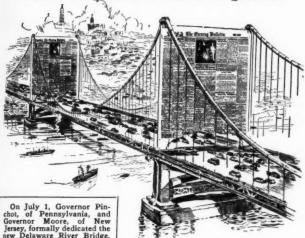
M. E. Foster, founder and publisher of the Houston, Tex., Chronicle, has sold his interest in that paper to Jesse H. Jones, of Houston, who has become president. C. B. Gillespie, who has been with the Chronicle for many years, was elected vice-president and has become active head of the paper. G. J. Palmer was made vice president and husiness manager. and business manager.

Caples Company Appoints R. C. Marley

Robert C. Marley has been ap-pointed vice-president of The Caples Company, Chicago advertising agency. For the last five years he has been an editorial chief with Montgomery, Ward & Company of that city. The appointment will be effective July 15. TS.

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How to Enter Philadelphia!



On July 1, Governor Pinchot, of Pennsylvania, and Governor Moore, of New Jersey, formally dedicated the new Delaware River Bridge. It is the largest suspension span in the world. To date its cost is \$37,211,169. Its length is 1.81 miles. The main span measures 1750 feet and is 135 feet above mean high water.

The Evening Bulletin is the Main Support

of the "Bridge" between the Advertiser and the Philadelphia Consumer

The population of the Philadelphia retail area is about 3,300,000. U. S. Census figures give 5.4 persons to a family in this market.

Divide the population by 5.4 and the result will show you how completely this one newspaper covers this field.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

In Philadelphia nearly everybedy reads The Bulletin 533,169 copies a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue) Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street (Copyright 1925—Bulletin Company) Reprinted from June 19, issue of "Editor & Publisher"

NEW YORK JOURNAL OPENS SECTIONAL PLANT IN BRONX BOROUGH

New Uptown Branch of Evening Daily Established to Facilitate Delivery in Populous Harlem and Bronx Areas—Brisbane Speaks at Formal Opening

À N innovation in the rapid publication and distribution of metropolitan newspapers was made last Saturday when the New York Evening Journal opened a new \$500,000 plant in the Borough of The Bronx, which is part of the Greater City. It is separated from Manhattan only by the Harlem River. Papers sold in that borough will, in the future, be printed in this new plant.

The Bronx, which is one of New York City's five boroughs, now has a population of more than 900,000. It is the first time a newspaper has opened a completely equipped plant in another section of its city.

"Borough Day," the annual celebration of The Bronx, was the occasion for the opening, and the first papers were printed in the new plant last Saturday. More than 300 civic leaders and business men of The Bronx were guests when the presses started for the first time.

Following an inspection of the plant the guests journeyed to the Concourse Plaza Hotel for luncheon. Here they were addressed by Joseph

V. McKee, president of the Board of Aldermen; Arthur Brisbane, editor of the New York Evening Journal; Henry Bruckner, Borough president of The Bronx, and John M. Haffen, president of the Bronx Board of Trade.

Mr. Brisbane paid a tribute to The Bronx. He said that the new building was only the cornerstone of a great building to come, and that the Evening Journal's new plant "will increase as the Borough of The Bronx is sure to increase."

Eight editions a day are published in the new plant. The new plant makes it possible for the *Journal* to be on the streets of The Bronx with news only a few minutes after it occurs.

The present structure is two stories high, but the foundation has been laid to carry a building of ten stories.

The Harlem & Bronx section of the New York Evening Journal features local news of uptown New York and is sold on all stands above One Hundred and Tenth Street as a part of the complete newspaper.

Over 100,000 Copies

of the Harlem & Bronx Section of the

NEW YORK EVENING JOURNAL

are sold each day in Uptown New York as a regular part of the complete newspaper and at 3c a Copy Daily—5c on Saturday Yo

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You Can Cover Every Section

of the Largest Market in the World Most Economically and Effectively in the

NEW YORK EVENING JOURNAL

"Nothing succeeds like circulation." 46 out of every one hundred people who buy any New York evening newspaper buy the New York Evening Journal—and take it home—where it is read by over 2,000,000 men, women and children.

Here Are the Facts:

- CITY CIRCULATION—the Evening Journal's City Circulation is 544,170 daily—exceeding the next two evening papers combined by over 68,000 copies.
- E BROOKLYN CIRCULATION—the Evening Journal's circulation in Brooklyn, Queens and Long Island exceeds that of all the Brooklyn daily papers combined.
- UPTOWN NEW YORK CIRCULATION—the Evening Journal sells over 100,000 copies each day in Harlem, Bronx, Washington Heights, Fordham and Westchester County in addition to many more thousands of Evening Journals purchased DOWNTOWN and carried home into these sections.
- WESTCHESTER CIRCULATION—in this wealthiest suburban territory in the United States the Evening Journal outsells all other New York evening newspapers.
- LONG ISLAND CIRCULATION—in towns within New York suburban territory the Evening Journal outsells all New York evening newspapers.
- NEW JERSEY CIRCULATION—in towns within New York suburban territory the Evening Journal outsells all New York evening newspapers.
- SUBURBAN CIRCULATION—throughout suburban New York within the fifty-mile shopping area the Evening Journal has more circulation than all the other New York evening papers combined.

CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 696,447 DAILY, NET PAID

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation . . . and at 3c a copy daily, 5c Saturday

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office

Detroit Office

913 Hearst Building, Chicago, Ill.

General Motors Bldg., Detroit, Mich.

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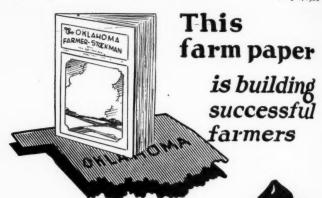
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~ through a \$25,000 crop growing contest

> AST January the Oklahoma Farmer-Stockman offered \$1,000 in prizes to go to the four farmers growing the most cotton on five acres. This contest was taken up by chambers of commerce and business clubs everywhere in Oklahoma . . . so that today there are \$25,000 to be divided among successful farmers throughout the state.

> The object of this contest is to boost the cotton yield per acre. By spurring farmers on to better methods of cultivation and intelligent use of fertilizers, this contest is preparing the Oklahoma market so that advertisers can reap an increased sales harvest during 1926-27. Greater yield per acre means more net profits, more money to spend for advertised products! Engage the Oklahoma Farmer-Stockman to help multiply your sales . . it's Oklahoma's only farm paper and the one economical, efficient way to get business in this rich farm market!

Carl Williams Editor

Oklahoma City

Ralph Miller adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

This Survey Led to Copy That Doubled Pyrex Inquiries

The Same Investigation Uncovered Information That Is Changing the Company's Production Program

By R. F. Merrick

Advertising Manager, Corning Glass Works

WHEN our 1926 advertising campaign was under consideration we had just one purpose in mind, and that was to sell Pyrex ovenware—as much of it as we could. We had many opinions about the best way to prepare copy that would do this, but we decided that actual facts would provide a far better guide than individual opinions.

Accordingly, we sent investigators into such a representative town as Scarsdale, N. Y., into a city such as Rochester, and into other typical towns and cities of the Midwest and of the South, to find why present owners of Pyrex ware purchased it and how they used it. Our men studied the country for eight months.

They had three other purposes, Those were:

(1) To find what percentage of homes used Pyrex ovenware and what percent-age did not:

(2) To find what dishes were most

frequently used;
(3) To find what foods were most frequently used in the most popular dishes.

As an answer to the first study, we discovered that of 3,448 homes interviewed, 2,326, or 68 per cent, One thousand one had Pyrex. hundred and twenty-two homes, or 32 per cent, did not have Pyrex.

For our second point, having analyzed our sales and found that 82 per cent of our business was on five specified dishes, while only 18 per cent of it was on the balance of the line, we sent our investigators into homes in which 8,516 of these five dishes were owned. The investigation disclosed that:

Thirty-five per cent owned pie plates, 25 per cent casseroles, 25 per custard cups, owned per cent owned bread pans and 2 per cent owned utility dishes.

We then made a careful check

of our sales figures, to place our actual sales in these specific dishes against the facts disclosed by the field study, and this showed:

Pie plates 31 per cent, casseroles 25 per cent, custard cups 32 per cent, bread pans 5 per cent and utility dishes 6 per cent.

In other words, our sales figures checked very closely with the findings of the investigators, the chief difference being in bread pans and utility dishes. This difference was easily accountable for in the fact that a bread pan is easily called a utility dish by the average housewife.

HOW THESE FACTS WERE USED

This information was of advantage to us in our advertising for several reasons.

First, in view of the fact that Pyrex was sold in 68 per cent of the homes, we were left with a market of 32 per cent of homes in which Pyrex is not used at all. Then, the fact that five dishes showed such an overwhelming popularity in 68 per cent of the homes in which they were used, made it obvious that advertising which concentrated on these five dishes would be most effective in selling Pyrex in the 32 per cent of homes which do not use it.

Also, we found that these five dishes would accomplish almost every baking task. Therefore, we set out to make an effort to sell these five to housewives generally, and to get all five into the hands of women who are using only one or two or perhaps three at present.

Our next problem was to find out what foods to illustrate in these dishes. From our investigation on point 3, asking women what foods they prepared most frequently in Pyrex ovenware, we found that:

Casseroles were used most often for spaghetti, macaroni, vegetables au gratin, etc.; meat loaf was prepared most often in the bread or loaf pan; custard cups were most popular for custards, bread puddings, etc.; utility dishes were used for stuffed peppers and baked apples; and lemon, pumpkin, mince and rhubarb pies were leaders for the pie plate.

Logically, then, we could appeal most effectively to women not owning one or more of the five dishes by illustrating foods which appealed to the popular taste of the majority of Pyrex ovenware owners. So it was on this basis that we selected the foods shown in our periodical advertising this

The next problem ahead of us was to pick the most effective copy theme. While we were able to set down between thirty and forty advantages of Pyrex ovenware, we would be scattering our advertising effort by using all of these appeals.

WHY 68 OUT OF 100 BOUGHT PYREX

Asking housewives why they bought and why they used our product, the investigators visited 2,482 homes, and they found five major reasons. Sixty-one per cent of the women said they purchased Pyrex because of its better baking qualities; 41 per cent because it was easy to keep clean: 33 per cent because it could be used for baking and serving; 29 per cent because it was more attractive; and 7 per cent because it was durable and wore well. (Many women gave several reasons, and these percentages list the total vote in favor of each.)

These answers solved our copy problem, and thus the investigation is really writing our 1926 copy. Our major copy appeal is based on the better baking qualities of Pyrex ovenware while the other reasons given by the house-wives are featured in a minor way throughout the text. In this manner, our advertising uses only the appeals that are known to have been effective in selling Pyrex. We do not spend our advertising money featuring a dozen lesser

appeals which are comparatively ineffectual

Our advertising, therefore, is not written by our advertising department. The investigation writes it. The field study is responsible for practically every picture, for every display line and for each word of copy in our periodical advertisements. Each was selected, not because it was clever, but because it was based on facts uncovered by the investigators.

covered by the investigators.

It may be interesting to note that we try, wherever possible, to illustrate foods available at particular seasons. For instance, carloadings of green peppers from Florida and California are almost entirely concentrated into the months of May, June and July. So the major illustration of our June advertisements shows stuffed peppers attractively served in a Pyrex utility dish. Peppers were voted popular by the women we interviewed. We feature them, accordingly, in the proper season.

Our investigation showed that baked apples were practically a year-round breakfast dish and that the utility dish was very popular for this use. Therefore, baked apples are illustrated in both spring and fall advertisements. Pumpkin and mince pie are quite natural selections to illustrate pie plates at Thanksgiving.

But our problem was not completely solved even with all this fact material in hand. How could we offer these foods, and illustrations of them, on the advertising page? How could we best talk about them?

We found our answer, and our display line in the June advertisement read:

"NEW tests prove that foods bake more perfectly this way."

Not a word about Pyrex. This brought comment from our sales force as soon as the final proofs were placed in their hands.

"What kind of advertising is this?" they demanded, "Not a word about Pyrex unless you read down into the copy!"

Our answer was that Pyrex was left out of the heading for a purpose. We pointed out that we had certain facts to present about 26

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NATIONAL ADVERTISING in The Indianapolis News

	1926 Lines	GAIN Lines	% Gain
January	220,803	39,309	21.7%
February	293,988	70,791	31.7%
March	364,260	102,594	39.2%
April	396,486	105,483	36.2%
May	416,232	122,319	41.6%
June	393,897	160,290	69.6%

The Indianapolis News, many times in the last 56 years, has given new, conclusive and incontrovertible evidence of its value, but never before such a tremendous endorsement as this!

1925 was the greatest year in total linage in history. 1926 is ahead of 1925 for the first six months.

Increasing Leadership! Greater every year!

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York DAN A. CARROLL 110 East 42nd St.

Chicago J. E. LUTZ The Tower Building Pyrex ovenware, facts which we had dug up and which would be of interest to housewives. We had to present these facts in periodicals, some of the issues of which run more than 250 pages. We then pointed out that these periodicals are purchased chiefly for their editorial content. We must either compete with the advertising pages by making our page read like the advertisements or we must compete with the editorials by making our advertisements sufficiently like editorials. We chose the latter.

So we had our men read the display line again to note that it might be a title line for any article on home cooking in the magazine. We were not blatantly shouting Pyrex. Were we to say:

"Tests prove that Pyrex ovenware bakes more perfectly," it would be advertising. But reading:

"NEW tests prove that foods bake more perfectly this way," it is news—editorial matter.

We wanted our advertising to get over on two counts, news and testimony. So we are backing up our news by injecting testimony into our copy, following up our display line with text reading:

"Experiments in one of the country's greatest cooking schools show what utensils give best results in baking."

Then follows copy which explains just what this country's greatest cooking school actually found out as a result of impartial

tests of utensils. Now one beauty of having your advertising based on cold facts is that if someone in the organization criticizes the copy you can show him figures. Or, if a particular food illustrated does not appeal to the personal taste of one of the advertising committee, you can lay the investigation before him and show him that people do prefer peppers in June. He will find it very difficult to criticize an illustration on the basis of personal taste and argue against the opinion of the majority of people who use the product.

Also, copy and illustrations such as are embodied in the present Pyrex campaign, which have their origin, not in fancy, but in fact, can do a great deal to sell the company's advertising to the workers. In our own case, we show our production force clearly why we are getting behind five certain foods to illustrate the fact copy, and the result is that there is a more complete co-operation among all branches of the business. Pulling and tugging are minimized because the producers see that the selling organization knows how to appeal to the consumer.

While it is too early, at this time, to determine what influence this 1926 consumer advertising will have on actual sales, it is interesting to note that an analysis of our inquiry report for 1926 shows practically twice as many inquiries about Pyrex ovenware as in other years.

Kuppenheimer Net Income Greatly Increased

B. Kuppenheimer & Company, Chicago, manufacturers of House of Kuppenheimer Clothes, reports a net income of \$265,145, after charges, for the six months ended April 30. This compares with \$12,349 reported for the similar period last year.

P. B. Boone Joins L. Jay Hannah Agency

Pearley B. Bone has joined L. Jay Hannah & Company, Chicago advertising agency, as director of merchandising service. He was at one time sales manager at San Francisco of the Dalton Adding Machine Company.

Cigar Account for Montreal

Agency
H. Simon & Sons, Ltd., Montreal, cigar manufacturer, has placed its advertising account with the Montreal office of the James Fisher Company Ltd., advertising agency.

"House & Garden" Appoints New England Manager

Thomas L. Masson, Jr., has been appointed New England manager of House & Garden, New York, with headquarters at Boston. He had been a member of the New England sales staff.

Caples Appoints M. S. Knight M. S. Knight, formerly with Street & Finney, Inc., New York advertising agency, has been appointed manager of the Tampa, Fla., office of The Caples Company, advertising agency.

VOGUE

For the First Six Months

In the first six months of 1926 Vogue has carried 756,222 lines of advertising—second only in volume to the Saturday Evening Post.

Vogue's lead over the next woman's magazine totals 211,159 lines.

Over its own record for the first six months of 1925, Vogue registers a gain of 107,590 lines.

Vogue's gain is 85% greater than that of any other woman's publication.

VOGUE

One of the Condé Nast Group All members of the Audit Bureau of Circulations

Business Boston 40



Business Boston is a wheel-not merely a hub.



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on40 cities in one!

Boston is only one borough of a larger city—Business Boston. The census figures give Boston proper a population of 779,620, but Business Boston has a population of nearly two million!

For "Business Boston"—the Boston of the national advertiser—comprises all that great, populous trading area within a radius of fifteen miles of the center of Boston. That section shown on the map on the opposite page is Business Boston. It contains 40 separate towns and municipalities that do not appear on official maps nor in the census as Boston, but which are Boston, nonetheless.

Beyond these, yet still within an hour's ride of the center of town, live a full million more!

A Divided Market

But there is one peculiarity of the Boston market which every national advertiser should know. Boston is a divided market. It is split into two great population groups, different in taste, tradition, sentiment and origin.

And this division is so sharp that no one newspaper can successfully appeal to both!

Of the four major newspapers in Boston, the Herald-Traveler alone appeals to the more important and more prosperous of these great groups.

Thus to cover Boston adequately you must use the Herald-Traveler and at least one of the other papers.

Let us tell you more about this peculiar Boston situation. A request on your business stationery will bring the booklet, "Business Boston" promptly.

BOSTON HERALD-TRAVELER

Advertising Representative George A. McDevitt Company 250 Park Ave., New York, N. Y. 814 Peoples Gas Bidg., Chicago, III. For five years the Herald-Traveler has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

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Why The Detroit News Talks Linage

A recent article in Editor and Publisher quotes Mr. Cyrus H. K. Curtis as follows:

"The advertising for newspapers is often written or at least supervised by the advertising managers. They are interested in one thing and think everyone else is. The trouble is everyone isn't. What they do most frequently is to shout about linage, linage, linage. And about their being the first paper in their town."

Linage is the Index of Newspaper Value

The Detroit News is guilty on both counts. It has for years advertised its linage records and the fact that it has been first not only in Detroit but in all America. Nor does The Detroit News

Nor does The Detroit News feel that its action has been unwarranted. After all, linage represents something more than self pride. By what other yard stick can any newspaper proclaim its value to the advertising space buyers than by referring to the mass judgment of the most judgment of the most judgment of the most judgment of space? The newspaper that has linage to boast about generally has other factors that contribute to its linage achieve-

ment. It is inconceivable, for example, that The Detroit News should lead America in advertising were Detroit not one of the most prosperous fields in America, and The News not its most economical and thoroughly accepted medium.

Linage is to the newspaper what sales volume is to the producer of goods. No one will deny that great sales represent great value to the public.

In the case of The Detroit News, linage leadership substantiates its ability to cover Detroit thoroughly and alone, with a constantly increasing circulation.

First in America in Advertising During First 5 Months 1926

The Detroit News

The HOME Newspaper

335,000 Sunday; 320,000 Week Day Circulation

Should Samples Be Offered Free in the Advertising?

Phenix Cheese, Beech-Nut, Wheatena and Other Leading National
Advertisers of Food Products Relate Their Experiences
and Methods

By Norman Lewis

Vice-President, Chappelow Advertising Co.

WHETHER he ever does it or not, almost every manufacturer of a moderate-priced packaged food product will undoubtedly consider, at some time or other, the plan of offering a sample in his advertising. This applies also to many manufacturers in other fields.

Should he decide to carry out such a plan of sampling, he will immediately have to answer two very vital questions. These are:

First, is it better to offer a free package in the advertising, or should a small price be charged, like 10 cents for a regular 25-cent package?

Second, if the package is free, should it be a smaller one than the regular package, or should the full-size package be given away?

A recent investigation of this whole matter brought to light a considerable difference of opinion and practice between food product manufacturers. A questionnaire letter embodying the two questions was sent to every manufacturer of a packaged food product whose advertising appeared in a half dozen women's magazines of the current month.

An analysis of the replies showed that on question one, the answers were perfectly divided; that is, exactly one half said that a free sample should be offered, and the other half were in favor of charging a price.

On question two, however, practically every reply was to the effect that if the package is free, it should be of smaller size than the regular, full-size package.

regular, full-size package.

The Phenix Cheese Corporation is one well-known advertiser which favors charging for the sample. It writes: "We are quite well satis-

fied with our experience of featuring a coupon in connection with our advertising. We presume that the number of inquiries would be many times greater on a 'free package, but we doubt that it is as effective. Our own feeling is that anyone who actually sends money is interested, and that we are, consequently, on the number of coupons received, talking to an audience with 100 per cent interest rather than a large percentage of curiosity, or those just naturally sending for anything that is free.

"It is possible, too, that a price under the regular price would bring more inquiries, but we have not practiced it nor do we favor it. We have merely offered to send, upon receipt of 15 cents, the 15-cent package of cheese. If the package were free, our view would be that it would be a smaller rather than the regular package."

THE OTHER SIDE

One of the country's largest advertisers, who does not wish his name quoted, has exactly the opposite view. He says: "If you want maximum distribution, offer everything free. Charging ten cents immediately cuts inquiries tremendously. On question two he comments: "It would be wasteful and uneconomic to offer a regular package free."

The Minute Tapioca Company is also in favor of a free sample, smaller in size than the regular package. They answer the two questions as follows: "Ordinarily, our samples have been offered free of charge, without any strings attached, in the belief that it was better to obtain as wide a distribution as possible for the samples, removing all obstacles and hin-

drances which might otherwise react unfavorably. In adopting this method, we have admittedly opened the gates for certain undesirable requests, but have felt that the benefit received was greater than any disadvantages accruing.

"In our particular case, we have given away a sample package which was sufficient to make a pint of pudding, this being considerably smaller than the full-size package. Possibly the full-size package would produce greater and more lasting results, but the expense connected with such a distribution would be prohibitive and our experience with the small sample package has always been quite satisfactory."

DEPENDS ON THE PRODUCT

A very large and well-known advertiser of a full line of canned meat products favors the full-size sample at a reduced price. He says: "The answers to both these questions depend a great deal on what the product is. Leaving out of consideration the expense item, it is undoubtedly true that a full-size sample is much more effective than the reduced sample. By the same token, two or three full-size packages would be even still better sampling.

"Obviously, the matter must be controlled in part, at least, by the cost of the packages. Some items are so expensive that it would not be feasible to give away a full-

size can.

"This difficulty of the expensive package can be overcome by selling the regular size at a reduced price, instead of giving it free. This has the added advantage of eliminating a lot of the 'gimme' crowd, who do not represent a potential market anyway."

The Beech-Nut Packing Company states that it has not done any sampling through newspaper or periodical advertising, but offers these observations: "We would say that it should prove most effective to charge a small price for a package of the product in the advertisement."

"If the package is offered free, it is our opinion that it should be a smaller package than the regular package. The proper explanation can be given in the booklets or literature accompanying the sample that will give a clear picture of the regular-size package. It is very important that no confusion should be created in the mind of the recipient as to whether she has received a sample package or the regular size."

The following contribution, from a well-known advertiser who does not wish to be quoted, is very interesting and illuminating: "In 1924, we began a sampling campaign in the three leading women's magazines. This campaign was carried on during 1925 and will be continued through this year.

"We offer either a small free sample or a regular full-size package of B—for 10 cents. Of course, you understand that it is extremely hard to arouse public interest in an article like B—, but we feel that we were successful to some extent, at least. Our 1924 campaign brought in over 18,000 inquiries and our 1925 campaign over 16,000.

"We do not happen to have complete figures as to the number of free samples sent and the number of full-size packages, although on looking over some of our month-tomonth records, our estimate would be about 6 or 8 per cent of our inquiries were for the full-size

package.

"We feel that on a product, such as ours, it is better to offer a free package because, of course, such an offer will draw a greater number of inquiries. Many of these inquiries doubtless are from children and in a sense it might be considered worthless, but in any event the package does get into the home and is seen by the housewife and in all probability the booklet is called to her attention.

"If the package is free, we feel that it should be a package smaller than the regular size in order to make the cost of the sampling campaign more reasonable. The small sample that we have sent out contains about 2 oz., which is enough for the housewife to make the test that we suggest and to use



SPRING · · · · · · FALL



Promoting the third selling season. How Harper's Bazar cooperated with The National Garment Retailers' Assn.

Harper's Bazar editors selected fabrics for the hot weather fashions; Harper's Bazar artists designed the dresses; Harper's Bazar Trade Service coöperated with the manufacturers in their distribution and their promotion. Result:

On Fifth Avenue and on Main Street, Harper's Bezar summer fashions inaugurated the third selling season. One hundred of the foremost retailers in the country featured these dresses in their stores, in their window displays, and in their advertising.

> Sellers of fashion merchandise find a valuable ally in

Harper's Bazar

119 West 40th St., New York

it to some extent on foods. In other words, it is large enough to accomplish our purpose without making the cost of our campaign

prohibitive.

"You may be interested to know that we have taken to heart a number of articles on sampling which have appeared in PRINTERS' INK during the last year or so and we feel now that we have a method of handling inquiries which is in accord with the best advertising practices. We stress very strongly the point of having samples go out on the same day that the inquiry is received and only very very seldom have we had to deviate from this and in that case samples were not held up more than a day or two."

The Wheatena Company is another advocate of the free sample, particularly for low-priced articles like cereals, soaps and similar grocery specialties. In the past, periodical advertising tured a free sample. In order to secure one, a consumer had to write a letter or postcard, no return coupon being used in the advertisements. The returns were about 4,000 requests a month for samples, a great many of these letters asking questions about Wheatena, where it could be bought, and

so on.

Recently, however, the Wheatena advertising has contained a return coupon. As a result, requests for samples have doubled. On the other hand, very few letters have been received asking questions about the product.

The retail price of practically all the food products of the various manufacturers who contributed to this symposium is, roughly speaking, somewhere between 10 cents and 25 cents; that is, they are all in what might be termed the same general price class. Yet, half the advertisers favor the free sample and half do not, and both groups advance very sound arguments for their side. It would seem to be a point in merchandising on which no absolutely hard and fast rule can be laid down. New advertisers might well afford to try both methods, and then form judgment.

Pacific Coast Clubs Discuss Tasks for Advertising

SAN FRANCISCO, JULY 7. (By Special Wire)

T the opening session today of A the annual convention of the Pacific Coast Advertising Clubs Association, Harold J. Stonier, of the University of Southern California, asked his audience to encourage the study of advertising in schools and colleges and to combat the idea that advertising is unnecessary and wasteful. talk was entitled "The Big Objective of Organized Advertising."

Lou E. Holland of the National Better Business Bureaus, Inc., speaking on "Advertising-Organized-For-What?" said "A few sane business men can do more to stabilize the world than all the politicians." In one of the opening talks, Wallace R. Farrington, Territorial Governor of the Hawaiian Islands, remarked that "sighing for the good old days was just a form of business snoring." He thought that a big undertaking for advertising would be to make the citizen more of a politician and the politician more of a citizen.

Over 750 have registered for the convention, which will continue until July 8.

Marshall Dana, of the Portland Oregon Journal, was elected president. Portland was selected as the next convention city.

Merritt Bond Joins Barton, Durstine & Osborn

Merritt Bond, recently managing edi-tor of the New York Evening Post, has joined Barton, Durstine & Osborn, Inc. At one time he was managing editor of the Philadelphia Public Ledger.

Credit Company Appoints Baltimore Agency

The Commercial Credit Company, Baltimore, has placed its advertising ac-count with The Green & VanSant Com-pany, advertising agency, also of pany, ad Baltimore.

And Here's Another Chapter in the Story About the True Chicago Market

In reply to a questionnaire mailed by the Buckley, Dement Company of Chicago, 435 out of 440 jobbers in Iowa, Indiana, Michigan, Wisconsin and Illinois, (outside the Metropolitan Chicago District), say that a Chicago newspaper cannot deliver the buying power of a community outside the TRUE CHICAGO MARKET—Chicago and its 50-mile radius.

These 435 jobbers say they prefer that the manufacturer place his advertising in the local newspaper rather than in a Chicago daily or Sunday newspaper.

When it comes to creating consumer demand in the TRUE CHICAGO MARKET concentrate your advertising in the big home newspaper of the Chicago market—the Evening American with 94% HOME TOWN CIRCULATION.

CHICAGO MI AMERICAN

A good newspaper

Largest circulation of any Chicago evening paper and third in America

A City with

We're not referring to the habit of Broadway producers of using Baltimore as a "try-out" city.

We're talking about that well known trait of the Airedale terrier—the fact Sun that he's a "one-man" dog.

The "Airedale" in Baltimore makes it loyal to the Sunpapers beyond question—and beyond comparison. Morning, Evening and Sunday the people of Baltimore turn to the Sunpapers for their news of the great world and of the neighborhood.

The fact that so large a percentage of the circulation of the Sunpapers is hom

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h "Airedale" in it

home-delivered makes it as easy to turn to the Sunpapers as it is to take the mail from the letter-carrier at your door.

The sure way to the homes of Baltimore is through the columns of the Sunpapers—Baltimore's own.

Average Net Paid Circulation for Month of June, 1926

Daily (M & E) 247,116 Sunday - - - 188,756

A Gain of 7,708 Daily and 5,215 Sunday Over June, 1925

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD Bowery Bank Bldg., 110 E. 42nd St. New York GUY 8, OSBORN 360 N. Michigan Ave. Chicago if any of our representatives tell you that The Detroit Times can cover the Greater Detroit area alone show him this ad and blow him out of the window---we say

that this market of a million and a half people is too big for piddling—use both the evening papers and two of the three Sunday's — alternate your copy—use enough of a schedule to get a momentum—or stay out of the territory until you can do it justice.

The Detroit Times

Publications Which Carry Fake Advertising to Be Attacked

The Federal Trade Commission Plans to Issue Formal Complaints against Publications of This Character

Washington Bureau of PRINTERS' INK

O put fraudulent and misleading advertisers out of business by the wholesale is the purpose of a proposition decided upon by the Federal Trade Commission last week. This is to be brought about by issuing formal complaints against the publishers of magazines and newspapers who sell their space to the fakers, followed by cease and desist orders as promptly as possible.

From the standpoint of truth in advertising, the action promises to be the most constructive campaign ever undertaken by the Commission. If successful, and the indications are that it will be, the action will make it impossible for many fraudulent advertisers who are now reaping a harvest to place their schemes before the public.

Heretofore, the Commission has found it extremely difficult effectively to attack the business of the fake advertisers. The records investigations in numerous cases show that many of the operators work under cover, and that when a complaint is issued against them they merely go out of business and promptly open up again under another name and with another scheme. Now, the Commission proposes to place the liability squarely up to the publishof those magazines and newspapers which make it possible for the fakers to operate.

For many weeks, Commissioner William E. Humphrey has been studying not only a large volume of questionable, misleading and unfair advertising in current periodicals, but also the various legal phases of the subject which govern the power of the Commission to act under the law. On last Friday, he presented his conclusions to the Commission, and directly after the meeting informed a representative of PRINTERS' INK

that he had urged the Commission to take immediate action against a number of publications, and that the Commission would act promptly.

"The large amount of filthy, misleading, unfair and fraudulent advertising," Mr. Humphrey declared, "which is being published in a large group of periodicals is astonishing. It is, of course, impossible to estimate with accuracy the total amount of money which fraudulent advertisers take away from the people, but I believe that it runs into hundreds of millions of dollars every year."

HARD TO FIGHT FAKE ADVERTISERS

Mr. Humphrey then emphasized the great difficulty in successfully attacking the business of the fake advertisers. He remarked that in one publication alone, he found at least fifty different advertisements which he thought it safe to designate as illegal. There are probably as many as a thousand adver-tisers of the kind operating regularly with the aid of certain magazines and newspapers. With the usual methods, it would require a very long time to run them down; the expense would be almost prohibitive, and the Commission has no means of preventing the fraudulent operators from taking up other illegal schemes after they have been compelled to cease from their original activities, as long as the advertising columns of a large class of publications are open to them.

"Much of this advertising is a menace," Mr. Humphrey continued, "for it encourages people to take drugs and remedies which may prove injurious under certain conditions. The many treatments for obesity and lost manhood are not only fraudulent, according to the advertisements which them, but they take advantage of the weakness of human nature. Their promoters not only take the money of their victims on the basis of false claims, but they are assured that those who buy will not complain against them.

"In a number of cases handled by the Commission, we have found it impossible to secure evidence from the victims of fraudulent advertising of the kind. While we know that the number of victims is very large, it appears that no woman is willing to admit that she has taken a drug to improve her figure, regardless of how relentlessly she has been swindled, and that no man will testify that he has been a customer of the lost manhood advertisers.

"In the educational field the condition is just as bad. Many thousands of ambitious boys and girls, as well as men and women, have paid hard-earned money to the advertisers of various instruction courses as a result of promises that are impossible of fulfillment

by the advertisers.

HAS SEVERAL HUNDRED EXAMPLES

"There are some advertising practices that are open to question and discussion as to their legality and propriety. Honest men differ regarding them. But no two honest men could possibly differ regarding the several hundred advertisements which I have collected from recent and current periodicals. And, without exception, the advertisers who are responsible for the collection have so evidently intended to mislead and deceive the public that they are not worthy of consideration.

"Those magazines and newspapers which accept misleading and unfair advertisements as well as fraudulent publicity, become the most necessary part of the advertisers' complete selling service. They are unquestionably a party to the fraudulent or unfair practices of the advertisers, and I do not anticipate any trouble on the part of the Commission in estab-

lishing that fact."

In support of this statement, Mr. Humphrey said that the courts have held in many cases that a party who performs any necessary part of a plan of unfair compe-

tition is a proper party in a proceeding against the principal to prevent his continuation of the practice. He then referred to that part of the decision of the United States Supreme Court in the Winsted case which reads as follows:

"That a person is a wrongdoer who so furnishes another with the means of consummating a fraud, has long been a part of the law

of unfair competition."

Other Federal courts have held that "One who furnishes another with the means of infringement is liable as a contributory infringer"; also, "An unincorporated association, without capital and not engaged in commercial business, may be joined as a respondent, if it is used as 'a medium' for unfair methods of competition by respondents engaged in interstate commerce. It is sufficient 'that interstate commerce is claimed to have been directly affected by the alleged unfair method of competition'"; and, "One who does an unlawful act as principal and procures another to assist therein, may be made defendant in an action, and those whom he procured to assist him may be joined as co-defendants.'

According to Mr. Humphrey, these are but a few of many court decisions that assure the Commission of complete success in its un-

dertaking.

"It will not be necessary," he added, "for any victims of false advertising to testify. The advertisements I have collected are sufficient evidence against a number of publications. There can be no question of the fact that the publishers are engaged in interstate commerce. There is not the slightest doubt that false or misleading advertising constitutes un-fair competition. The advertisements are carried to different States by the publications, and in many instances I know of the goods advertised are shipped across State lines, and they are sold in competition with the products of legitimate manufacturers and advertisers everywhere.

"We sincerely hope that among the first group of publishers who "Approbation from Sir Hubert—"

HERE is what Charles Dana Gibson, one of the greatest living authorities on art, has to say about THE WORLD'S Color-Gravure Section:

"THE WORLD'S Color-Roto is the finest example of newspaper color printing I have ever seen."

CEliscon

And Mr. Gibson Knows!

The Land Tolorld

The Three-Cent Quality Medium of America's Greatest Retail Market

PULITZER BUILDING, NEW YORK TRIBUNE TOWER, CHICAGO

receive our formal complaint there will be one or more with courage enough to take the matter to the courts. In that event, I have not the slightest doubt that we will secure decisions which will be sweeping and positive, and which will definitely establish the fact that publishers of periodicals which carry fraudulent advertising are parties to the fraud.

But I do not anticipate that any of the publishers will dare resist the Commission's formal complaints and orders to cease and de-The law is clear, it is sustained by numerous decisions of the Federal courts, and I am convinced that the Commission has entered upon a course that will greatly curtail, if it does not practically eliminate, the publication of misleading, false fraudulent advertising of the character discussed. I have every confidence that we shall have the active support of all publishers of honest and high class periodicals, as well as the co-operation of honest advertisers."

Milwaukee "Sentinel" to Have

New National Representation New National Representation A. C. Backus, publisher of the Milwaukee Sentinel, informs Printers' Ink that, effective July 12, the Milwaukee Sentinel will be represented in the national advertising field jointly with the New York American and the Chicago Herald and Examiner. The national organization now handling the latter publications will also represent the Milwaukee Sentinel with offices at New Milwaukee Sentinel with offices at New York, Boston, Chicago and San Francisco.

Don Seitz a Bank Incorporator Don Seitz, formerly business manager of the New York World, and an editor of The Outlook. New York, is one of the incorporators of trust banking business at Cos Cob Village, Greenwich, Conn., which will be known as the Cos

Cob Trust Company.

Campaign for New Cracker Confection

An advertising campaign has been started by the Perfection Biscuit Company, Fort Wayne, Ind., on "Sweetie," a new cracker confection. The campaign is being directed by the Stalker-Ewell Company, Cleveland, Ohio, advertising agents. tising agency.

W. H. Ward, former circulation manager of the Toronto Globe, has joined the staff of the Buffalo Courier-Express.

Co-operation. Theme of Photo-Engravers Convention

REPRESENTATIVES from various divisions of the advertising industry will participate at the thirtieth annual convention of the American Photo-Engravers Association, which is to be held at the Book-Cadillac Hotel, Detroit. on July 22, 23 and 24. Guided by the general theme, "Working Together for the Good of All," these spokesmen will present the viewpoints of their respective businesses.

The afternoon session of July 23 will be devoted to this topic. The speakers and the organizations which they represent will be:

E. Allen Frost, counselor, Outdoor Advertising Association of America; James O'Shaughnessy, executive secretary, American Association of Advertising Agencies; James Wallen, advertising counselor, American Photo-Engravers Association; W. Frank McClure, chairman, Advertising Commission, International Advertising Association; and

Hon. George Carter, Public Printer, Washington, D. C.; Joseph Meadon, Direct Mail Advertising Association; Robert Eilert, President, United Typothetae; William J. Onink, Jr., president, Inter-national Association of Electrotypers, and J. Fred Woodruff, vice-president and treasurer, Campbell-Ewald Company.

At the morning session on July 23, there will be an open forum discussion of problems vital to the photo-engraving industry at which all members are invited to "get their troubles off their chests." The afternoon session on July 22 also will be devoted to open forums, at the conclusion of the following discussions:

"Advantages Gained by Use of the Standard Cost System." George H. Benedict; "How to Sell More Engravings," Jerome G. Daneker; "A Standard of Value for Ben Day Plates," H. B. Blickhahn" and "The Standard Scale for Photo-Engravers," to be introduced by F. W. Gage.

July 24, morning session: "The Bassani Camera and Process," Harry Groesbeck, Jr., Walker Engraving Company, New York; "A Message from Organized Labor," Matthew Woll, president, International Photo-Engravers Union, and "The Real Causes of Prosperity," George Macllwain MacIlwain.

The convention will adjourn following the election of officers.



Who Is Hard To Reach

IN New Orleans the executive whom salesmen find difficult to reach during his busy office hours reads The Times-Picayune as regularly as he drinks his morning coffee. In that quite hour or so before an active day begins that he devotes to his newspaper its advertising commands attention and leisurely reading.

If you were to check a list of the most forceful and constructive business men of New Orleans, you will find that practically all are Times-Picayune readers. A message in its columns is the most effective salesman in New Orleans and its trade territory.

The New Orleans Times-Picayune

The Times-Picayune has and has had for years the greatest volume of circulation, home-delivered, city and country, daily and Sunday, of any New Orleans newspaper.

Representatives: Cone, Rothenburg & Noce, Inc. Pacific Coast Representatives: R. J. Bidwell Co.

This May Look A Bit Complicated

But It's Well Worth Following Through

The Land Department of the Northern Pacific Railway used a black and white page in the December, 1925, and January, 1926, issues of The Country Gentleman, and similar space in the corresponding issues of two other national farm papers.

This is what happened, measured by inquiries received in the following four months.

	Dec.	Jan.	Feb.	March	Total	
The Country Gentleman	445	587 80 (Dec.) 667	31 (Dec.) 64 (Jan.) 95	9 (Dec.) 32 (Jan.)		
Second Farm Paper	197	191 71 (Dec.) 262	21 (Dec.) 63 (Jan.) 84	0 (Dec.) 0 (Jan.)	543	
Third Farm Paper	139	169 19 (Dec.) 188	2 (Dec.) 30 (Jan.) 32	0 (Dec.) 0 (Jan.)	359	

In brief, The Country Gentleman produced about 58% of the traceable returns—though it received only a little over 25% of the money expended by the Northern Pacific on this campaign.

Quntry Gentleman

The Modern Farm Paper More than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago Boston, San Francisco, Detroit, Cleveland

iı



The Farmer, established forty-four years ago in a one-crop country, has persistently fostered well balanced agricultural production and sound marketing. This program has helped to build the Northwest into one of the country's richest agricultural districts. Evidence—with only 5.3% of all farms in the United States

MINNESOTA AND THE DAKOTAS PRODUCE

20.8 % Nation's Creamery Butter ('24)
11.9 % Number Dairy Cattle (1926)
10 % Aggregate Livestock Value
(1926)
8.8 % Aggregate Value All Crops ('25)
9.1 % Corn Production (1925)
8.7 % Value Crops, Livestock and Livestock Products (1924)

Far visioned and practical guidance ahead and abreast of agricultural developments has placed The Farmer in a commanding position of influence—the Northwest's Only Weekly Farm Paper, 150,000 circulation.



The Northwest's Only Weekly Farm Paper

Wallace C. Richardson, Inc., 250 Park Avenue, New York Member Standard Farm Paper Unit

Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.

Contest Ideas That Hold Salesmen's Interest to the Final Minute

Two Unusual Ideas Used by the American Slicing Machine Company to Keep Continued Interest on Part of Salesmen

By A. J. Taylor

General Manager, American Slicing Machine Company

FOR twenty-one years the American Slicing Machine Company has been a consistent user of sales contests. Despite the fact that many sales executives believe that contests are detrimental instead of beneficial we have found that, not only do they help us keep our sales volume, but also they arouse the flagging interest of our salesmen and give them a new incentive to increase their volume.

The big problem that faces the sales executive who uses contests is to originate contests that will be new in idea and unusual in conception. Unless such contests can be uncovered, salesmen are very apt to look upon the annual or semi-annual strife as a boresome effort to apply high-pressure tactics. It is because of this that many sales executives, although they have at one time conducted successful contests, have dropped them as they saw each new competition create less and less interest.

Because of this fact it has occurred to me that other sales executives might find two of our contest ideas interesting and perhaps helpful. These ideas have worked successfully with our company and a description of them may give other sales managers some ideas to use the next time they decide to conduct a contest.

One of our contests is known as the battle royal. It is just what the name implies. We figuratively throw all our salesmen into the ring and let them conduct a free-for-all. They not only are able to store up points for themselves but also they are able to take a whack at their fellow salesmen whom they feel are piling up records that are too good. At first glance, the battle royal may seem to put a

premium on mediocrity. However, I shall explain how we overcome this handicap.

In one of our bulletins to salesmen we describe a battle royal as a contest "in which there are many contestants, every fellow for himself, with all the other fighters against him." Here is how we worked out the battle royal idea:

For every \$10 in sales the salesman is given a plus point. At the same time, he is credited with a minus point. Thus, a sale of a machine at \$325 gives the salesman thirty-two and one-half plus points to apply to his own credit and a like number of minus points which he can distribute in whole or in part to any other salesman on the force.

In a single week, a salesman may make 300 points. These are credited to his score. At the same time he looks over the field, decides which salesmen are the most dangerous and applies his 300 minus points to these men—giving one 150 points, another one hundred points and a third the remaining fifty points.

HOLDING THE LEADER BACK MAKES A REAL CONTEST

In the meantime, however, other salesmen, seeing this man coming to the head, decide he needs his share of minus points and thereupon give him a certain number of their minus points, totalling perhaps 350. Thus, the salesman's total for the week amounts to minus fifty points.

The salesman finishing with the highest number of plus points, after minus points are deducted, is the winner.

As I said, at first glance this contest may seem to put a premium on mediocrity. However, we have

taken care of this in our awarding of prizes.

Three prizes are awarded for the three highest in net scores at the end There is also a of the contest. first and second prize for the two men who earned the highest number of pluses, regardless of the minuses. Finally there are two prizes for the salesmen who have been honored with the highest number of minus points. In addition, each month two prizes are given for the high net scores, making eight monthly prizes in all, the contest lasting four months.

By giving prizes as we do, we first of all, reward the winner of the contest. He is not our best salesman but neither is he a poor salesman. He is likely to be a plugger, the type of man who keeps working year in and year out without ever reaching the top of the heap. Such men seldom win prizes in the average sales force, yet they are a desirable type to have on the staff. Second, by giving prizes to the men with the most plus points, we reward the brilliant perform-Third, by giving prizes to the men who receive the largest number of minus points, we reward those salesmen who, in the opinion of their fellow salesmen, are the best workers.

Here is the progress of one of the winners of the net prize:

												point
2nd week											TOT	
3rd week										٠	128	44
4th week											128	##
5th week											59	66
6th week											133	46
7th week												86
8th week											156	46
9th week											2621/	46
10th week												
												**
11th week	-	_	-				-				378	

This salesman did not figure in the first week of the contest. Therefore, his record shows only eleven weeks. It is the record of a man who kept plugging consistently and who finished with a burst of speed.

The gross plus scores of the two highest plus men in this same contest were 2,041 and 1,841½ points, respectively. Oddly enough, these same men also received the greatest number of minus points, 1,808½ and 1,504, making their nets 232½

and 337½. However, under our system a man only qualifies for one prize, so while each of these men could have qualified for two prizes, their second prizes went to other men.

One other objection that might be brought against this plan would be that it encourages men to hold back their points until the last week. This is not the case. In the first place, they are paid on a commission basis and any holding back would mean a loss of commissions. In the second place, they always know that a substantial prize awaits the winner of the most plus points.

We do not claim that this is an ideal contest. However, we have found that it develops a lot of interest among the salesmen since it is much more like an actual game than it is like a foot race. In other words, a salesman has a chance to fight back, to take a wallop at the leaders. In the ordinary contest, at the end of the first two or three weeks a few salesmen are so far ahead of the pack that the others have no chance. In our battle royal it is any man's contest up to the final Thus, the interest is never lost from the first minute to the last, which is one of the prime essentials in a good contest.

Another interesting contest which we conduct annually is our "Turkey Trot." This is a seven-week contest, starting early in November and ending just before Christmas. The prizes are tur-

To win a turkey, a man must make a minimum of seven sales in eight weeks. The weight of the turkey is governed by the volume of sales during the seven weeks as follows:

If eight sales are made the man receives a ten-pound turkey. For each additional sale made during the seven weeks, two pounds are added to the turkey to be given him. Thus, if he sells nine machines the salesman receives a twelve-pound turkey. If the total is twelve machines he wins an eighten-pound turkey.

To add an unusual feature to

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Golden Glint, Hennafoam, Wildroot, Packers Tar Liquid

THESE shampoos ought to be advertised in Los Angeles. Even without current campaigns, they are very popular here, but every one of them is outdistanced by shampoos that have been, or are being, strongly sold through advertising. . . .

O.

LOS ANGELES is an outdoor city. People get around here; they must look their best. Good shampoos, therefore, sell readily; in fact, there are more than 100 brands on the market in Los Angeles, but a small handful get most of the business.

One big drug-merchandiser tells us that Los Angeles is a better market for cosmetics, shampoos, and toilet accessories than either Chicago or New York, for the reason given above: This is an outdoor city!

A vigorous and well-planned campaign, taken to more people each morning and Sunday through The Examiner than could be done through any other morning and Sunday medium west of the Missouri, should reap a harvest for the advertiser.

We'll be glad to tell interested parties more about the shampoo situation, or about other merchandise in which similar opportunities prevail.

Increased distribution may be obtained through The Examiner's Merchandising Service Department, functioning as a contact point between manufacturers and retailers.

170,000 Daily

390,000 Sunday



T. C. HOFFMEYER 571 Monadnock Bldg. San Francisco, Calif. W. W. CHEW 285 Madison Ave. New York City

WM. H. WILSON, 915 Hearst Building, Chicago, Ill.

this contest, each man is assigned a partner for the turkey trot. The partners are chosen from among the women employees at the home office. He is given a new dancing partner each week. At the beginning of the week, the salesman receives the name and photograph of his partner for that week.

The girls receive credits on the same basis as the salesmen, except that their credits represent the work of seven salesmen instead of one. Thus, if a salesman makes no sale during one week his partner is, as the saying goes, "out of luck." However, she may come back the next week if her new partner makes three sales.

This contest has been an annual feature, and it has proved highly successful.

By studying our two conteststwo of many which we have used -it will be seen that our main idea is to originate the kind of contest that will build continued interest. In the battle royal, no man is ever out of the picture. In the turkey trot, a salesman may be far behind his quota yet he feels that by falling down on the job he may be depriving one of the home office girls of her chance of a turkey. Therefore, he will work as hard the last week-or should work as hard-as he did the first or second week. Experience has shown this to be the case.

The second thing we strive for is originality. We want to make our contests differ from the average. To be sure, we often stage contests based on ideas which have been used by other organizations. When we do use these ideas, we choose only plans that have an original twist.

Third, we have tried to run contests which will actually bring in sales increases. Our battle royal, run during months which are ordinarily slow months, has proved an admirable means of lifting the sales valley to a place nearer the peaks.

F. E. M. Cole, Inc., has been appointed Western representative of the Golfers Magasine, Chicago, covering all territory west of Buffalo, N. Y.

New Jersey Publishers Elect F. L. Crane

Frederick L. Crane, publisher of the Elizabeth Journal, was elected president at the seventieth annual meeting of the New Jersey Press Association, recently held at Lake Minnewaska. Edunud H. Carpenter, of the Woodbury Gloucester County Democrat, was made vice-president. John W. Clift, of the Summit Herald and Record is secretary and W. B. R. Mason, of the Bound Brook Chromicle, treasurer.

National Campaign for New Hair Dye

A national advertising campaign has been started on Nesteen, a new haid dye produced by the C. Nestle Company, New York. Newspapers, magazines and business papers are being used. This advertising is directed by Foote & Morgan, Inc., New York advertising agency.

W. C. Champe with Western Lithograph

W. C. Champe has joined the Kansas City, Mo., office of The Western Lithograph and Office Supply Company. For the last six years he was director of advertising of the Consumers Bread Company and the Smith Great Western Baking Corporation, with plants in Kansas, Missouri and Oklahoma.

Warren Kelly Starts Own Advertising Business

Warren Kelly has started a general advertising business at New York. He has been with the Boston American and was formerly New England manager of Hears's International. He also has been advertising manager of Columbia and Current Opinion.

Resort Account for Frank B. White Agency

Lakeland Resorts, Inc., Chicago, developer of real estate and a resort at Waubee Lake, Wis., has appointed the Frank B. White Company, Chicago advertising agency, to direct its advertising account.

N. D. Becker Heads Intertype

Corporation

Neal Dow Becker has been elected president of the Intertype Corporation, New York. He succeeds H. R. Swartz who has become chairman of the board of directors. Mr. Swartz is also president of R. Hoe & Company, N. Y.

Made Sales Manager of the Corno Mills Company

F. L. Hall, recently advertising manager of The Alfocorn Milling Company, St. Louis, has joined The Corno Mills Company, East St. Louis, Ill., as sales manager.



Unsuspected Markets

A Motor Truck Company with its first page in Nation's Business sold three bus fleers to organizations it had supposed were competitors.

Your own primary mar-Kers may be secondary Tomorrow. The alert executive watches the fringe Constantly for new outlets?

> NATION'S BUSINESS

> > Washington

222,000 Circulation

(Member A.B.C.)

In Cosmopolitan Homes....Wh



How Often Have You Said to Yourself, in Passing a. Home, "I Wonder What Sort of People Live There?"

We'll Tell You What Sort Live in 1,500,000 Homes—

Cosmopolitan Homes

WE'LL tell you how many own their homes and where these homes are and their value.

We'll show you that nine-tenths of them are located in the urban places where people earn more and spend more.

We'll prove to you that a goodly number of Cosmopolitan families are

Where Luxuries are Necessities...

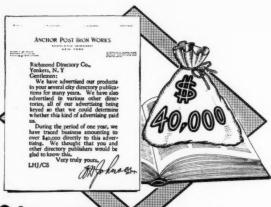
the sort of families that travel, and send their children to private schools, and indulge in all the little luxuries that to them!—make life worth the living.

In short, we'll prove this market of 1,500,000 Cosmopolitan homes is a most valuable market for you to cultivate—a market for both luxuries and necessities.

These are facts we've stated. Write for detailed proofs. Or ask any Cosmopolitan salesman.

The sketch was made from a photograph of a Cosmopolitan home, in Concord, N. H.





Your City Directory -Pays Its Way

\$40,000 in Business Traced to City Directory Advertising in One Year!

As an indication of the selling influence of City Directories the above letter is convincing

evidence. Advertisers endorse its use because your City Directory has been tested and proven.

The City Directory gets results by the logical, inexpensive procedure to the proper point of in directories of leading supply. purchase when the

By local newspaper or national advertising you impress the Advertising," will tell you how.

public with the desirability of your product or service. But the only way to insure this

prospective business is to register the names of your dealers or agents and your trade name in the City Directory. This completes the chain that links the prospect with the proof directing the buyer This trade mark appears duct at the source of

Our free booklet, "Dibuying impulse is active. rectories; What They Are, How They Function and Their Place in



publishers

ASSOCIATION of NORTH AMERICAN DIRECTORY PUBLISHERS

Headquarters 524 Broadway, New York City

How We Built Jobber Outlets for an "Impossible" Line

Big Welding Equipment Business, at Low Selling Cost, Comes As
Distributor Is Shown Way

By E. L. Mills

Sales Manager, The Bastian-Blessing Company

W HEN we started out to get jobber distribution for our line of oxy-acetylene welding and cutting equipment, we encountered much indifference and some opposition. Automotive, mill supply and hardware jobbers declared no worth-while volume could be built up in this class of merchandise on account of its highly technical nature. They declared it was impossible. They supposed (erroneously, as we have since proved to them) that the line had strictly limited sales possibilities. Hence they were slow to undertake to stock and push it, notwithstanding the attractive profit margin that could be realized even on the individual sale.

This feeling was not so remarkable when you come to think of it. For a manufacturer to attempt the quantity merchandising of this class of goods through the jobber really was an unusual proceeding. The wider market had not been made and the jobber, according to his lights, had a measure of justification for his conservatism. Welding and milling equipment had been sold principally direct to the user.

We wanted volume. Our goods were priced on that basis and we were satisfied that the requisite quantity of sales could be made to the trade if satisfactory distribution could be had and sufficient selling energy applied.

Therefore, distribution in the way we wanted it being practically closed to us, we were obliged to make it. This we did with the result that today we do a large volume of business in welding and cutting equipment at an unusually low selling cost. We had to ignore precedent to a considerable degree and do much educating. But the results are proving more than worth while.

In the first place, oxy-acetylene equipment being something that requires service, it was impracticable to have our merchandising operations for the country at large centre in our main plant at Chicago. We therefore established a series of what we call service stations located at strategic marketing points. These we made district distributing houses for our goods, working through them to sell the jobber and to educate him and his salesmen.

To establish the service station system we decided upon a policy that at the time seemed to be bold and unusual. There were a number of smaller manufacturers here and there making merchandise more or less related to ours who were serving strictly limited territories. Some had sufficient merchandising vision to try to create a somewhat larger demand for their goods than came in the natural course of events. Others were apparently reconciled to the thought that welding and cutting equipment and its accessories represented a selling proposition that necessarily had to be confined to the individual user and hence was not a thing that could be done through the jobber.

MAKING DISTRIBUTORS

We showed these manufacturers that they could realize a more satisfactory net profit through selling our merchandise than by making and selling their own. In other words they stopped being producers and became distributors. They could buy goods from us at a laid-down figure that was lower than their own production cost possibly could be. Added to this they would have the advantages of our selling machinery and our assistance in establishing and main-

taining jobbing connections, thereby gaining an additional profit through the larger volume that would be created. In other districts we appointed the independent manufacturers of the gases used in

our industry.

In some few instances we helped men who were not manufacturers to establish service stations and thus become district distributors for us. But for the most part the twenty-five or more firms that now handle our goods on this basis are former manufacturers. Substantially our whole line of welding and cutting equipment is handled through them to the jobber. In each instance the business is the individual property of the firm conducting it, although, to all intents and purposes, it is a branch distributing house of the Bastian-Blessing Company. In this way we have country-wide distribution for our goods and are able to give the jobber prompt shipment and equally prompt service.

It might be thought, in one respect, that through the working of this system we are giving over to the service station a large portion, if not all, of the prestige we have built up for our line. We do not necessarily figure in the transaction with the individual jobber at But we are not concerned about this. It makes not the slightest difference to us whether the jobber or the user associates the goods with us. We have a trademark name under which we merchandise our equipment. This is Rego. Our whole aim is to popularize the name Rego and to give Rego goods the most general distribution possible. The advance-ment of Rego therefore and not our own firm name is our big

object.

Doubtless some jobbers who buy Rego equipment think it is made by the distributor or service station. As it does us no harm, we are perfectly willing to have them think so. The fact that they have at best a nebulous understanding as to the identity of Bastian-Blessing is by no means a vital matter to us. They know, believe in and sell Rego. Why

should we care who they think manufactures it? There always is an inclination on the part of the public to want to patronize local industries.

The service station owner, being the sole proprietor of his business. buys from us, at a stated discount. the merchandise he distributes to his jobber. It thereupon becomes his own property, but the whole force of our selling system is behind him to the end that he may dispose of it quickly and profitably. Under the circumstances, necessarily we must require that the service station owner adhere strictly to the Rego line. We are willing for him to handle allied merchandise, such as welding rods and fluxes, that may not bear the Rego trade-mark. But he must sell nothing foreign to welding and cutting equipment. It is vital that his integrity as a distributor of Rego goods be jealously guarded.

NO RADIO GOODS ALLOWED

Certain manufacturers who have asked us about this feature of our plan will be interested to know that we have had very few complications—nothing up to date, in fact, that could not be adjusted to the satisfaction of all concerned. For example, one of our distributors recently wanted to put in a line of radio goods. We could not indorse this idea, radio being a foreign line not at all related to welding and cutting equipment and therefore likely to detract from Rego. We are obliged to be unyielding here because it is vital that the service station function strictly as a Rego establishment without any distracting side lines. In effect it must be the same as if we ourselves own it. It really is a Bastian-Blessing branch house, the difference being that it is the property of the service station man. He pays his own salesmen, collects his own bills and conducts his own business throughout. The only financial relationship he has with us is to pay us for the goods he buys from us.

Some of our associates in the Automotive Equipment Associa-

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tion have been good enough to tell us that this is an ideal arrangement so far as we are concerned, in that we have all the advantages of an unusually efficient system of branch distributing houses without the usual financial investment and inevitable heavy overhead. They say also that the owner of one of these service stations is bound to be more efficient than even the best possible paid employee could be, inasmuch as it is his money that is invested and his own business salvation is before him to work out. They are right. It is an ideal setting for us, but just as much so for the service station owner. He has at his disposal the prestige of our line, the knowledge of our engineering department and the resources of our selling organization. We make the goods. He sells them with our aid.

THE FIRST LESSON

After one of these service stations is established, our first job is to teach the organization the full marketing possibilities of the line. Usually, having been manufacturers in the beginning, they have at least a fair technical acquaintance with this sort of merchandise. and our engineers are ready to supplement it whenever necessary. But the most important task is to make the organization correctly visualize the selling end, to see the many retail outlets which the jobber can cultivate and thus be able properly to enthuse him as a distributor to the retail trade. This educational work is started per-sonally by some member of our organization, probably our field sales manager. In any event it is carried forward by him. He is almost continuously on the road going from station to station, helping each to keep its selling machinery operating smoothly.

The service station owner, I think I have made plain, sells practically exclusively to the jobber, the exception being certain large industrial accounts not solicited by the jobber. He has a certain district which is his own. All sales made in that district are credited

to him regardless of how they may be brought about.

In approaching the jobber, first having been thoroughly drilled by our field sales manager, the service station salesman is able to lay before him a complete plan of advertising and selling co-operation. All the advertising may be advanced as coming from the service station. Although we supply it, our name figures in it only incidentally.

We co-operate with the service station owner to the end that he may give the jobber a picture of the highly satisfactory volume of business that can be gained by aggressively selling welding and cutting equipment instead of letting the demand take care of itself as usually has been done. And then after the jobber has taken on the line, we extend the same kind of selling help to him either through the service station or direct as circumstances may require.

We send out a series of letters to all the prospective jobber accounts in a service station district with the object of getting an order for a preliminary stock or at least cultivating the field for future selling efforts by the station management. The first letter, with which is sent a copy of our sixty-four-page catalogue, explains in some little detail our method of distribution.

Subsequent letters are sent at regular intervals—very short and to the point—giving the names of jobbers who have been successful with the Rego line. Many direct sales are made through this method. In any event, when the service station salesman approaches the jobber he has been made well acquainted with our proposition with the result that only a minimum amount of selling resistance is encountered.

After the jobber has taken on the line, there then remains the real process of helping him sell it. Our liberal discount rate to the jobber (25 and 10 per cent f.o.b. Chicago) is given on condition that he will vigorously push Rego goods. But we make the plan of

(Continued on page 65)



A President Subscribes and Then Directs

What is the single purpose of The United States Daily?

To furnish business and financial leaders with a day by day record of Government action as it affects their business.

Is this information important to American business?

Hear what Mr. Fred W. Sargent, President of the Chicago & North Western Railway Company, says:

I find the news in The United States Daily of decided interest. I have directed that subscriptions be entered for our company.

The United States Paily

Established March 4th, 1926

Presenting the Only Daily Record of the Official Acts of the Legislatire, Executive and Judicial Branches of the Government of the United States of America

DAVID LAWRENCE President

New York Office: 52 Vanderbilt Ave. **W**ashington

Chicago Office: London Guarantee Bldg. VICTOR WHITLOCK
Vice-President and
Director of Advertising
San Francisco Office:
Bulletin Building

Let's Get Down to Brass Tacks

ADVERTISING resolves itself into a question of what you want to do with your product.

If you're in business for pleasure and money means nothing to you—if you want a limited distribution—if you want to keep your name a secret from the great majority of people, then by all means use the so-called class magazines—the classier the magazine, the smaller the circulation, the better.

But if you're in business to make money, and you are seeking wider distribution; if you want to create a strong consumer demand; if you want more sales at less cost per sale; if you want an increased volume of business use TRUE STORY.

No one knows how great an advertising influence TRUE STORY has, but we do know that it is powerful. Sometimes we are amazed at the results which advertisers obtain. TRUE STORY will sell about anything that can be sold to the masses.

We are constantly hearing from advertisers who get extraordinary returns through TRUE STORY. They tell us in most instances that TRUE STORY outdistances every other magazine on

their list—and this is especially true with advertisers who make something to sell to the masses. It is not what we say about TRUE STORY that should influence you, but what they say.

We shall be glad to present you personally with ample testimony to this effect.

Willyour product lose prestige if you advertise it to the masses? Does the Standard Oil Co. lose prestige because Fords use Socony? We suspect that their sales would fall off considerably if they sold only to Rolls-Royce owners.

TRUE STORY will

sell just about anything that can be sold, and it will usually do it at lowest cost per sale. We have a formidable array of charts and booklets and graph sheets giving the actual figures on TRUE STORY, and we have mountains of literature to prove our statements, but we'd much prefer not to spring all these facts on you at once.

If you are impressed with the need for reaching "The Necessary Two Million+" one of our representatives will be glad to discuss the subject with you and give you the facts we have.

True Story
"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

Your advertising in BETTER HOMES and GARDENS starts towork the minute a subscriber picks up the magazine, because its editorial appeal attracts only those who are interested in a better home.

MORE THAN 700,000 NET PAID
BETTER HOMES and GARDENS
E. T. MEREDITH DES MOINES
PUBLISHER LOWA

co-operation so complete that he has no reasonable excuse for lack of effort. If he will use the facilities we supply him, through the service station or direct, he can sell

the goods.

We supply the jobber with two kinds of catalogues. One is an elaborate sixty-four page book in which we strive to combine scientific and merchandising data relative to the Rego line in an attractive and understandable way. This is intended for distribution to the jobber's bona fide customers and to industrial plants where a catalogue file is kept. The other is what we call a pocket catalogue which the jobber sends to garage men and others who may be interested in Rego equipment in rather a small way. Both books are supplied the jobber in reasonable quantities without charge, except that he pays the cost of imprinting his name on the first page or the cover. So far as the user knows the catalogue is put out by the jobber, the only reference to Bastian-Blessing being a copyright line on the inside.

In the smaller catalogue of thirty-six pages, 3½ x 6, printed on thin Bible paper, we have been able to compress all the essential features of the Rego line. And yet it can be enclosed with a letter and mailed for two cents. In addition to lowering our catalogue cost and relieving the jobber of high postage expenses, this method also brings the catalogue to the prospect's hands along with the letter telling him about it.

Some of the larger jobbers, including those in the automotive equipment field, have their own catalogues advertising their general line, of which Rego necessarily is only a part. For these we have an eight-page catalogue layout which includes a complete showing of Rego merchandise although in a much more abbreviated form than in the Rego catalogue. Formerly we printed these eight pages in inserts which we gave the jobber for binding into his own catalogue. Now we supply him with electrotypes of the pages. The entire expense of

making the electrotypes is paid by us. They are standard catalogue size and the jobber can include them in his book at minimum expense.

As soon as a jobber stocks Rego merchandise, a letter is written to the sales manager of the house asking that he supply certain information so that the help we extend through the service station shall have an intelligent basis. The sales manager is requested to fill out the following form:

NAME
ADDRESS
CITY
COUNTY
STATE
President Sales Mgr.
Purchasing Agt. Treasurer
Member of Following Assn. (Such as
A.E.A., etc.)
Date of Annual Sales meeting.
Date of Catalogue Issue
Size of Catalogue.
Size of Printed Page.
No, of Field Salesmen.
No, of Store Salesmen.
General Outline of Territory covered by
your organization
SALESMEN
Name Address.

The salesmen's names are obtained because we believe that thoughtful efforts expended on them will pay good dividends. is essential first of all that the salesmen have a fair working acquaintance with welding and cutting equipment. They do not need to understand it in an expert way, being able to get all the assistance they need in that respect from the engineers at the service station. Nevertheless they should know certain fundamentals and these we attempt to teach them in a series of three letters, each accompanied by a piece of printed matter. In these we set forth the principles of welding torch gas mixture in a plain, concise way so that the salesman may be able to present the merits of the line to an engineer, a foundryman, an automobile mechanic or almost any prospective user.

Many jobbers—I wish I could say all jobbers—have loose-leaf binders in which are placed descriptive matter relative to various lines, the books then becoming salesmen's catalogues. To these

we supply insert sheets of standardized size giving full descriptions of the Rego line together with a considerable amount of technical information which the salesman needs in approaching various kinds of consumers. For example, on one page is a table showing at a glance just what par-ticular Rego welding outfit is adapted to the needs of each of a long line of industries, including automobile body manufacturers, large city repair shops, small city repair shops and rural repair shops. The salesman is also shown the equipment to recommend to a battery station, a dentist, an electrician, a jeweler, a plumber, a tinsmith, a welding shop owner and a long list of others.

The purpose of it all is to prove to the jobber and his salesmen that after all there really is a big volume of business to be had in selling welding equipment, and that the prices are so relatively low that the line is one that can merit and

gain popular demand.

JOBBERS HAVE A MARKET IN LARGE AND SMALL SHOPS

The jobber formerly was cold toward this sort of business because he thought the demand would be confined to so few sources that it was something for the manufacturer to handle direct and that it was not a jobbing proposition. He was agreeably surprised when we showed him the real possibilities for business to be had in developing the garage field alone. It was a revelation to him how many garages and automobile repair shops were receptive to a Rego oxy-acetylene outfit that can handle all welding and heating jobs on car frames, crank cases, housings and so on and that costs as low as \$92. The garage man can use it also for lead burning, carbon burning, and soldering. Another outfit can be purchased for \$65. These are sizable transactions from the standpoint of profit to the jobber. They run up into money much faster than a host of smaller items which he necessarily must carry. And a ready demand can be created.

We show the jobber that he does not even need to neglect the very small shops. Lead burning and carbon burning outfits which can be used for soldering and brazing are sold for as low as

The reason the jobber did not see the possibilities of this kind of merchandise at the beginning was that he was apparently content to take market conditions as he found them. He did not visualize the benefits that can come from going right out into the field and actually building outlets. Not a great many years ago it was an excep-tional thing to see even an ordinary garage equipped even in a small way to do welding. Now the garage man has been made to see the benefits that can come to him through tying up a portion of his profits in permanent machinery that can increase his business. The result is that he has become a better business man. He is making more money. So is the manufacturer, the service station and the jobber.

There has to be imagination in business. Once this was regarded as a pet idea of the psychologists and the so-called advertising theorists. But it is just about the most solid business principle that

can be brought up.

We can see the possibilities of welding equipment as a popular and widely used line of merchandise that can be expanded practically without limit. When we pass this vision along to the jobber his indifference vanishes. The manufacturer has to generate the motive power looking toward the selling of his own goods. He cannot pass this duty along to the jobber. But when he can show the jobber, as we believe we have, ways of increasing his profit—and when the jobber can carry the same concrete profit message on down to the user-then the manufacturer will find that his goods will sell. Everybody concerned has to make a profit. Thus manufacturing and selling becomes a co-operative process to which each element in the transaction is glad to contribute its part.

Double-Barrelled

THE ITEM is the largest evening paper in New Orleans. THE TRIBUNE is the fastest growing morning paper in New Orleans.

You can buy either separately or both in combination. Bought in combination they can be used independently, for the schedule service permits a three day leeway. This buys the largest circulation at the lowest milline rate of any single paper or combination of papers for New Orleans coverage.

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper.

New Orleans Item-Tribune

National Advertising Representatives: GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

More Publishers' Slogans Registered

IN the May 20 issue of PRINTERS' INK there appeared a list of 175 slogans used by publishers of newspapers. magazines, farm papers and trade, technical and class publications.

Slogans are used by publishers in two ways-one, to convey a special story to readers, and two, to get a story over to advertisers and

prospective advertisers.

Since this list appeared letters have been received from other publishers requesting that their slogans be registered. From these communications and from other sources an additional list of fortyfive publishers' slogans was secured and registered.

Altogether, there are registered 3.667 slogans that are being used by advertisers in all fields; 220 of these phrases are used by publish-

ers.

"America's Leading Power Boat Magazine," Power Boating, Cleveland,

"The Authority of Industry-National and International," Iron Trade

tional and International, Fron Iraue Review, Cleveland, Ohio.

"The Backbone of New York Adver-tising," Sunday American, New York.

"Canada's National Magazine," Mac-lean's Magazine, Toronto, Ont., Canada.

"The Child's Magazine," John Mar-

tin's Book, New York.

"A Chronicle of Current Masonic Events," Square and Compass, Utica,

Events," Square and the Spokane N. Y.
"Covers Spokane and the Spokane Country Like the Sunshine." The Spokesman-Review, Spokane, Wash.
"Covers the Country Intensively," American Press Association, New York.
"The Dominant Newspaper of the Great Northwest," Minneapolis Tribune, Winneapolis, Minn.

Minneapolis, Minn.
"First in the Halifax Country," Daytona Beach Journal, Daytona Beach,

Fla. "Florida's Paper," Oldest Farm Florida Farmer, Jacksonville, Fla.
"For Those Who Read for Profit,"
Barron's, New York.
"Founder of Better Homes in

"Founder of Better Homes in America," Delineator, New York. "The Gateway to the Chicago Mar-ket," Chicago Herald and Examiner,

Chicago.

Chicago.
"The Giant of the South." Southern
Agriculturist, Nashville, Tenn.
"The Grinding, Polishing and Buffing Authority," Abrasive Industry,
Cleveland, Ohio.
"The Livest Lumber Journal on

Earth," Gulf Coast Lumberman, Hous-

ton, Texas.
"The Magazine of No..."
"The Magazine of No..."
"The Man's Magazine," Beau, New
"The Man's Magazine Devoted to
"American "A Monthly Magazine Devoted to More Profitable Painting," American Pointer and Decorator, St. Louis, Mo. "More Than a Magazine—A National Institution," Maclean's Magasine, Toronto, Ont., Canada.

"The National Dairy Farm Atkin-ne," Hoard's Dairyman, Fort Atkinzine," Ho Wis.

son, Wis.
"The National Inspirational Monthly for Men and Women Who Sell," Specialty Salesman Magazine, So. Whit-

for Men and worder with the cialty Salesman Magazine, So. Whit-ley, Ind.
"A National Magazine for Dry Goods and Department Stores," Dry Goods Merchants Trade Journal, Des Moines,

"The National Magazine of Sports and Recreation," Sportlife, New York.
"A National Publication Devoted to Chin. Operation and Shipbuilding,"

"A National Publication Devoted to Ship Operation and Shipbuilding," Marine Review, Cleveland, Ohio.
"The News of the Day in the Newsiest Way," Daily Metal Trade, Cleveland, Ohio.
"The Newspaper of the Buying Population," Detroit Times, Detroit, Mich. "The Newspaper of the 49th State," Globe-Democrat, St. Louis, Mo. "Pathfinder Is the Ford of the Advertising Field," Pathfinder Publishing Co., New York.
"The Picture Is the Shortest Road"

Co., New York.
"The Picture Is the Shortest Road from the Eye to the Brain." (Rotogravure-Picture Section), New York

gravure-Picture Section), New York
Times, New York.
"The Practical Poultry Paper for
Practical Poultry People," American
Poultry Advocate, Syracuse, N. Y.
"The Quality Magazine of the Boating Field," Yachting, New York.
"Reaches the Mother Through Her
Child," Child Life, Chicago.

"Reaches the Mother Through Her Child," Child Life, Chicago.
"Saskatchewan's Only Farm Zine," Saskatchewan Farmer, Regina, Sask., Canada.
"—Sell It in the All-Day Home Newspaper," New York Sunday American, New York.
"The State's Greatest Newspaper," Arizona Estabilican, Phoenix Arizona Arizona Rebublican, Phoenix Arizona Rebublican, Phoenix Arizona Republican, Pho

"The State's Greatest Newspaper," Arizona Republican, Phoenix, Ariz. "Supreme in the Laundry Industry," Laundry Age, New York.
"To Build a Stronger Nation." Physical Culture, New York.
"The Trade Paper of the Home," Modern Priscilla, Boston, Mass.
"The Weekly Journal of the Electrical Industry," Electrical World, New York.

trical Industry," Electrica worm, New York.

"Wherever Metals Are Cast. You'll Find 'The Foundry," The Foundry, Cleveland. Ohio.

"The World's Greatest Travel Publication," Golfer's Magasine. Chicago.

"World's Largest Newspaper," Los Angeles Times, Los Angeles, Calif.

"Your Home State Farm Paper,"
Montana Farmer, Great Falls, Mont.

A. L. Henkel, formerly with Lord & Thomas, Chicago, has joined Aubrey & Moore, Inc., advertising agency of that city, as art director.

"Tell Me a Story!"

The average child has a neversatisfied appetite for "stories." It revels in tales of fairies and gnomes and bunnies and Teddy-bears.

Parents are often at their wits' end to supply the inordinate demands of the youngsters for stories and picture-books.

Here lies a real opportunity for the national advertiser. Through the medium of a story of your product, you reach the parents through the interest of the child.

Let us send you samples.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

PERMANENT

EVERY manufacturer selling to the Electrical or Radio Industry knows the appalling waste entailed in catalog distribution and the difficulty of maintaining catalog data (having it saved and used) with the thousands of buyers comprising his market.

It is estimated that fully 90% of the catalogs, bulletins, etc. sent out by manufacturers are discarded, lost, or haphazardly "filed away" so that they cannot possibly serve the purpose for which they are intended.

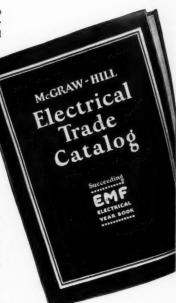
The blame for this waste cannot be laid to the buyer. He cannot be expected to classify, file and properly index all the vast quantity of literature mailed to him—amounting to thousands of pieces in the course of a year. He has neither the time, the facilities, nor the inclination.

Yet every buyer would find it an advantage to have catalog data on products in which he is interested always available at his finger tips—so that he would not have to write and wait for information!

This is the situation for which the McGraw-Hill Publishing Company now offers a solution.

THE PLAN

The plan involves the bringing out of three Consolidated Catalogs—one to serve the Electrical Trade; another the Electrical Engineers of Lighting, Power and Industrial Plants and Railways; and the third, the



Radio Industry.

1. The McGraw-Hill Catalogs will be substantially bound volumes of convenient reference size (the standard advocated by the National Association of Purchasing Agents).

 They will carry the Condensed Catalogs of representative manufacturers whose products are used or sold in these industries.

3. All products cataloged will be classified, indexed and cross-indexed so that they may quickly be found,



Electrical Engineering Catalog

EMF ELECTRICAL YEAR BOOK without needless searching or delay.

4. A uniform typographical and copy style for the catalogs will make it easy to obtain the buying or reference information desired—as all data will be presented in a clear and concise order—devoid of generalities and exaggerated claims.

5. The Catalogs will be distributed among the substantial buyers in their respective fields, who have real purchasing power and who can use the Catalog to advantage in their buying.

McGRAV-HILL RADIO TRADE CATALOG

RADIO TRADE DIRECTORY

The Standard ReferenceBook RedioIndustry We shall be glad to discuss the subject of Permanent Cataloging with manufacturers or their advertising agents and to present full particulars regarding the new Catalogs.

McGRAW - HILL CATALOG AND DIRECTORY CO. INC.

Tenth Ave. at 36th St. New York, N. Y.

BIRMINGHAM The Industrial City

The steel mills are going at a lively clip, and fabricating shops are all doing well.

Cast iron pipe making is strong and production will be increased 500 tons a day.

Pig iron production shows a 3,000 ton better output for the first five months.

Great development work is under way in this district, new blast furnaces, rebuilding of blast furnaces, new coal mines, new Portland cement works, new open hearth furnace steel mills, additions to various shops and other lines.

Dairy products, baking concerns, furniture making and other diversified interests have an eye on Birmingham, and have either planned to come in here or are actually at work on plans already passed on favorably.

Birmingham will spend \$3,000,000 on public improvements.

\$4,300,000 is the weekly payroll of this district.

The News will give advertisers coverage for their selling messages and results with profits.

Daily 81,088-Circulation-Sunday 93,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES KELLY-SMITH CO.

New York

Chicago Boston
J. C. HARRIS, JR., Atlanta

Philadelphia

Socratic or Didactic Copy?

Much Copy Doth Protest Too Much, But This Cannot Be Said of the Question and Answer Variety

By Richard Surrey

IT has occurred to me more than once to write an advertising fantasy, something after the order of John Kendrick Bangs' "Houseboat on the Styx." I have never succumbed to the idea, but it would work out something like this. A hard-driven copy writer, desperately seeking a new copy slant, falls asleep and dreams a dream. He dreams he is in hell, and promptly puts up his problem to all the famous people he meets there.

The details have not been fully developed in my mind, but the thought was not so much to parody the "style" of great writers as to extract from their method of writing the essential principle, so to speak, which led them to cast their thoughts in a certain way.

Job would write it in the manner of a supplication.

David would make it a song

of celebration.

Daniel would give it the charac-

ter of an interpretation of a dream. Homer would lend it the epic of

high adventure.

Aeschylus would impart to it

the inexorability of an oracle. Shakespeare would sum it up in

a resounding metaphor.

Newton would crystallize it in

a fundamental law.
And so on, ad infinitum.

From the list, as given above, I have purposely omitted Socrates. He, of course, would formulate the distraught copy writer's message in the form of a dialogue; and not merely a dialogue in our modern sense, but a dialogue in what he called the mainetic style—a series of questions and answers.

I have reserved the Socratic principle or method to the last because it was the first that suggested itself to me, and gave rise to the notion of a fantasy in the beginning.

Perhaps I am somewhat of a crank on the subject of Questions. At any rate, here I am embarked on an article which singles out this one principle from the rest because, of them all, it seems to me better suited to the majority of copy problems than the assertive method so common in present day advertising.

Indeed, I go so far as to think that the assertive style in copy is a relic of the early days of advertising charlatanry. The vogue of advertising and the vogue of hypnotism were almost contemporaneous, and advertising is still a little flavored by the intimate association. "Say a thing often enough and people will believe it," is a principle that one still hears promulgated in advertising circles today.

But like so many pseudomysteries—frequently appropriated and popularized by charlatans at the outset, only to find their way into honest hands eventually—advertising has developed far past the stage where it traded on people's ignorance. In its highest form at the present time advertising has a precisely opposite effect, and quite intentionally so. It adds to people's knowledge.

It is high time, then, that the principle which Mesmer and Barnum worked on-the principle of suggestion and reiteration of a highly-exaggerated half-knowledge -should give place, in advertising, to a principle of imparting full knowledge, not by stifling the imagination or the reasoning faculties by the force of a more aggressive will-power. but arousing and stimulating imagination to the point of forming favorable decisions on its own account.

No better principle, I venture to say, could be adapted to this purpose than the *maiuetic* or Socratic principle. Socrates did not write anything. He was a talker. He wasn't even a teacher. He did not profess to be capable of teaching anything, except consciousness of ignorance!

He went about Athens asking questions, putting the practice of "Socratic irony," which consisted in admitting his own defective knowledge in a series of apparently ingenuous questions that eventually revealed the flimsy learning of the persons he interrogated.

But he was not always sarcastic. His own followers were induced to develop their ideas under a catechetical system of discussion which he called mainetics or obstetrics. He likened himself to his mother, Phaenarete, who was a midwife, and called his system "intellectual midwifery." Unable to bear thoughts himself, he at least was able to help others bear them. His method of questioning plumbed their intellects and drew from them conceptions which, but for his pertinent queries, might have continued unexpressed.

I have been more than ever interested in this method and its application to advertising since coming across a reference to it in the "Autobiography of Benjamin Franklin," who, curiously enough, was one of the commission appointed by the French Government to investigate the practices of Mesmer, the earliest popularizer of hypnotism, mentioned above.

Franklin wrote:

"While I was intent on improving my language I met with an English grammar (I believe it was Greenwood's) at the end of which were two little sketches of the arts of rhetoric and logic, the latter finishing with a specimen of a dispute in the Socratic method; and soon after I procured Xenophon's Memorable Things of Socrates wherein there are many instances of the same method.

"I was charmed with it, adopted it, dropped my abrupt contradiction and positive argumentation, and put on the humbler inquirer and doubter. . . I found this method safest for myself and very embarrassing to those against whom I used it; therefor I took a delight in it, practiced it continually, and grew very artful and expert in drawing people, even of superior knowledge, into concessions, the consequences of which they did not foresee, entangling them in difficulties out of which they could not extricate themselves, and so obtaining victories that neither myself nor my cause always deserved.

"I continued this method some few years, but gradually left it, retaining only the habit of expressing myself in terms of modest difference; never using when advancing anything which possibly might be disputed, the words certainly, undoubtedly or any other that gave the aid of positiveness to an opinion; but rather say, I conceive or apprehend a thing to be so and so; it appears to me; or I should think it so and so, for such and such reasons; or I imagine it to be so; or it is so if I am not mistaken. "This habit, I believe, has been

of great advantage to me when I have had occasions to inculcate my opinions and persuade men into measures that I have been from time to time engaged in promoting; and, as the chief ends of conversation are to inform or to be informed, to please or to persuade, I wish well-meaning, sensible men would not lessen their power of doing good by a positive, assuming manner, that seldom fails to disgust, tends to create opposition, and to defeat every one of those purposes for which speech was given to us, to wit: giving receiving information pleasure.

"For, if you would inform, a positive or dogmatical manner in advancing your sentiments may provoke contradiction and prevent a candid attention."

This last paragraph has a most pointed application to advertising. Most copy men, I imagine, will agree with Franklin that didactic copy has disadvantages which Socratic copy might not possess, if they knew how to frame the latter variety.

That the Socratic method does

not come naturally to them is not so much their fault as the fault of the age in which we live. It is an aggressive, assertive age. We no longer go about asking people what they know. We go about reiterating what we know.

The result is that advertising reflects the general "know-it-all" tone of ordinary conversation.

There are exceptions, of course. Questions, especially in headlines, are now much more frequent in advertising. In PRINTERS' INK MONTHLY for October, 1924, there was an article of mine on "Slices of Attention Carved with Question Marks," in which comments were made on several excellent examples of question copy current at that time.

TWO EXAMPLES

Since then I have come across two examples of advertising which not merely adopt the Socratic method, but actually stress the method by an illustration of Socrates, and by casting the copy in catechetical form.

Both, strangely enough, were promotion advertisements for publications, one a magazine pub-lished in Boston, and the other a newspaper in Winnipeg.

In the former case Socrates himself, having "come to life" in the United States, draws from the editor in a most interesting way the character of the paper's contents. The matter was used as a circular to subscription prospects.

The other example was a newspaper advertisement headed. "Socrates and the Manufacturer: A Short Catechism for Advertisers." The copy, set in dialogue form in the usual Q. and A. style, consisted of a brief market survey of the paper's territory and coverage. In the top left hand corner was a reproduction of a bust of Socrates, with the following underline:

"Socrates was brought to re-'question gard 'dialectic,' and answer,' as the only admissible of method education. . Though he had neither the right nor the power to force his opinions on another, he might, by a systematic interrogatory, lead another to substitute a better opinion for a worse."

In addition to these out-and-out instances of the use of mainetic method, accompanied by acknowledgements to the originator of the system, many examples might be quoted of advertisements set in the form of a catechism. An advertisement run two years ago for L. C. Chase & Co., selling agents for Velmo, is an example. The questions were as follows:

What kind of upholstery will last longest and look best in my closed car?

How about appearance?

Is Chase Mohair Velver easy to clean; and to keep clean? Is Chase Mohair Velvet easy to ride on

How can I be sure that I get Chase Mohair Velvet in my closed car?

In this case, although adopting the Socratic form, the advertiser did not adopt the Socratic principle, for the reply to the first question was an unequivocal assertion, "Unquestionably Chase Mohair Velvet, made by Sanford Mills, at Sanford, Maine."

So many questions seem superfluous in connection with a product about which the advertiser, in the very first paragraph, asserts that there can be no question.

The question form, as in this case, is often seized upon simply as a novel "stunt" to attract attention, and as such possesses interest. But what I am concerned with here is the Socratic spirit. that is rare in advertising.

Here is an advertisement for De Laval separators (evidently one of a series in farm papers) in single question which a answer are boldly displayed.

"What is it that makes the difference between profit and loss to the Dairyman?" reads the question; the answer being, "The extra cream that either goes into the cream can or into the skim milk."

A British instance of Socratic copy in serial form is the campaign recently conducted by David Drage & Sons Ltd., of London. In connection with this series Mr. Drage told an interviewer that "every piece of dialogue copy we

run is an accurate and truthful record of a conversation that actually took place between Mr. Drage and a customer."

The questions are put in the mouth of either Mr. or Mrs. Everyman, and Mr. Drage himself

utters the replies.

"What I've paid for I keep— is that so, Mr. Drage?" is the heading of one advertisement, dealing with the hire or instalment system of selling advertised by this well-known furniture house.

"Do you put this New Drage Way of yours in writing, Mr. Drage?" is another typical head-

Much more typically British, however, though not quite so Socratic, are the dialogues in the advertising of Kruschen Salts. complete sample. "Grandpa," it may be noted, is the trade character used in Kruschen advertising, who jumps gates and fences in a manner reminiscent of Sunny Jim. In this case he is depicted dragging the from the reluctant bed-clothes clutches of one of his grandchildren.

Grandpa: Out you get, young man! Jim: Wazzermarrer?

Jim: Wazzermarrer?
Grandpa: You ought to have been up
and about half-an-hour ago.
Jim: Wazzertime?
half-nast eight, you

Jim: Wazzertime?
Grandpa: Gone half-past eight, you unspeakable young slacker!
Jim: Well, train's lost beyond recall. Ring 'em up at the office and say I'm ill. Sleepy sickness-and all that sort of thing.

Grandpa: Do you think I don't know what your complaint is? Too many late and heetic nights—that's about it. You

and hectic nights—that's about it. You modern young men can't stand the racket. Jim: As a matter of fact I've gone quietly to bed at eleven every night this week. But just lately I've found it difficult to wake up.

Grandpa: Ah, now I've got it! WHO'S BEEN MISSING HIS KRUSCHEN?

Jim: Why, you don't mean to suggest that—

Grandpa: I certainly do. You used to take your "little daily dose," didn't you? Jim: Yes, I always took it in my coffee at breakfast.

coffee at breaktast.
Grandpa: And lately you've had to
rush through breakfast, and haven't been
drinking your coffee and consequently
haven't been taking your Kruschen, and
consequently haven't had "that Kruschen
feeling," and consequently haven't felt

like getting up at a reasonable hour.

Jim: I believe you're right. Look
here, be a saint and dig me up a cup
of coffee, and I'll take my pinch this

morning, and never, never leave it off

Grandpa: Right! And to-morrow you'll get up singing like a canary bird. Gosh, what a wonderful thing it is to be alive!

I should like to be able to quote some examples of Socratic advertising which, without sticking to the stereotyped Q. and A. or dialogue form, possess in a greater than those already indegree stanced the essential Socratic However, such examples spirit. are not so common, and not so quickly recognized when they do appear.

The excellent series for the Grinnell Company, although making fine use of the dialogue without the tight, formal question and answer form, does not embody the Socratic principle in the sense that

I mean.

Nor do the telephone conversations in the advertising of the National Kraut Packers' Associaalthough the ingenious method of telling a story by means of one side of a conversation, mostly in the form of questions, deserves mention in this connec-

QUESTIONS THAT SOCRATES MIGHT HAVE PROPOUNDED

Possibly the best example in the advertising of recent months that "substitutes a better opinion for a worse," to borrow Franklin's phrase, by means of questions, is not cast in dialogue or catechism form at all. It admits at the outset the "pretensions" of the adversary, so to speak, in the sentence—"I hate to wear rubbers" and then, instead of combating this notion with direct assertions or a dictatorial tone, there follows this series of questions:

How much do you hate to wear rubbers? Do you hate it worse than you do spoiled shines, ruined shoes, soggy stockings, wet feet, or taking

Do you hate it worse than paying carfare, or a taxi to carry you a walking distance, only to step off into a

puddle of slush?
Do you hate rubbers so much that

Do you hate rubbers so much that you like to stay away, because of wet, sloppy streets and melting snow, from places you want to go?

Do you hate rubbers enough to set an example before your children that encourages them to run around on the

Most people asked to name the ten best books in the world head the list with the Bible.

Scarcely anyone disputes the place of the Bible in the world's great, inspired literature.

But this would be a rather dull world to live in if the *only* book *ever* published was the Bible, and if that was all we had to read.

Sometimes advertisers think they can cover New York with only one newspaper—but the circulation enjoyed by eleven morning and evening newspapers—the amount of lineage they carry—is a direct refutation of the idea that you can cover New York by using one newspaper.

225,000 homes in Greater New York and in the suburbs read the NEW YORK EVENING GRAPHIC.

Can you or will you ignore them—because you do ignore them *almost completely* if you do not use the GRAPHIC.

EVENING GRAPHIC

Harry A. Ahern, Advertising Mgr.

25 City Hall Place New York

1

Charles H. Shattuck, Western Mgr.

25 City Hall Place, New York 168 N. Michigan Ave., Chicago



"Babe" Ruth

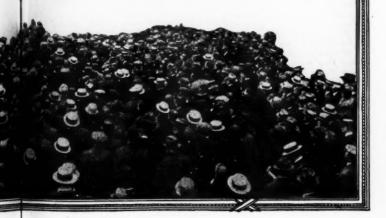
Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City



The largest magazine for MEN



wet, cold ground in their little shoes with perhaps holes in the soles? Do you hate rubbers more than you hate to track mud and snow into the living room and sitting around in mudstained shoes or shoes that are wet?

The Socratic spirit, without the "letter" of the form, is contained in a Phoenix Mutual Life Insurance Company advertisement bearing the headline, "Are you supporting your wife?"

"Certainly you are, now!" the copy admits in the first paragraph, "But-what will happen when your work is done-when you are no longer here? Will you be supporting them? You can!

"Isn't that a comforting thought? Wouldn't you like to know now that — happen what may - your family goes financially independent due to care-

ful foresight on your part? "Perhaps you have some insurance. But unless you are beyond the average the amount you carry is only three times what you make in a year.

"How long would that last? "Not long-and then what?"

Probably other insurance companies have made the point before, that the average man's insurance is sufficient to maintain his dependents for only three years at the standard of living they have been accustomed to, but I have not happened across it. At any rate, the manner in which it is introduced into this copy gives it particular emphasis and point.

These instances and many more that the reader probably can sup-ply for himself may perhaps turn the thought of some copy writers toward the Socratic method. The process can be summed up in a few words by saying that copy is more likely to provoke both interest and careful consideration when questions take the place of assertions.

There are many opportunities for the use of Socratic copy, but of course, if you want the consumer to accept your statements and your product without thought, you will have no use for such a You will continue to hammer away at their minds with reiterated assertions in the hope that repetition alone will inspire belief.

Credit to R. W. Adams

ARMOUR AND COMPANY CHICAGO

Editor of PRINTERS' INK:

In my recent article entitled, "How Can We Get Branch Managers to Train Their Salesmen?" in Printers' Ink Monthly for June, I used as an illustration of the graphic rating scale a few items from a scale prepared by R. W. Adams, manager, Providence office, General Electric Company. Inadvertently I failed to mention the authorship of the scale. May I ask you to publish this note in order to give Mr. Adams the credit which is due him?

H. G. KENAGY, Director of Training.

J. X. Kennelley with Reuben · H. Donnelley

J. X. Kennelley has been appointed Western manager of The Reuben H. Western manager of The Reuben H. Donnelley Corporation, with offices at Los Angeles. He has been manager of the Los Angeles office of Blum's Advertising Agency, San Francisco. Mr. Kennelley was at one time advertising manager of the Goodyear Tire & Rubber Company of California.

Latin - American Papers Appoint S. S. Koppe

El Mundo, Havana, Cuba, has appointed S. S. Koppe & Company, Inc., New York, publishers' representative, as its advertising representative. This company has also been appointed advertising representative of El Espectador, Bogota, Columbia, and La Republica, La Paz, Beliva. Boliva.

New Accounts for Nathan Agency

The Speed Cleaner Company, cleaning compounds, the Master Marker Company, dress markers, and the American Home Securities Company, all of Chicago, have appointed the Nathan Advertising Com-pany, of that city, to direct their advertising accounts.

"Modern Hospital" Advances Stanley Clague, Jr.

Stanley Clague, Jr. has been made assistant treasurer of the Modern Hospital Publishing Company, Chicago. He has been circulation manager of Modern Hospital and will continue in that position.

Karl J. DePrez Dead

Karl Jacob DePrez, thirty-four, secre-tary and sales manager of the Chambers Manufacturing Company, Shelbyville, Ind., fireless gas ranges, died recently at Dallas, Tex. He had been with the Chambers company for seven years. ow in NK usew W.

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reers lle, at Outdoor Advertising

Gives you

National Outdoor Id

An Organization Providing a Complete Service in Outdoor
1 Park Avenue, New York General Motors Builing Det



Advertising Bureau

e in Outdoor Advertising through Advertising Agencies
Builting Detroit 14 East Jackson Boulevard, Chicago

Outdoor Advertising

Bureau, an organization of some 225 advertising agencies, was established for the purpose of enabling advertisers to place their Outdoor Advertising through the agency which handles their advertising in other media.

Outdoor Advertising, thus handled, becomes an integral part of the campaign, insuring effective coordination of all the media used.

Any advertising agency which is a member of the National Outdoor Advertising Bureau will gladly furnish authentic and up-to-date information regarding Outdoor Advertising.

National Outdoor Advertising Bureau

An Organization Providing a Complete Service in Outdoor Advertising through Advertising Agencies

1 Park Avenue, New York General Motors Building Detroit 14 East Jackson Boulevard, Chicago

The Right-and-Wrong Way Illustration

It Delivers Its Message by the Most Straightforward and Convincing Method

By a Commercial Art Manager

THE very oldest form of advertising illustration is the rightand-wrong way layout, wherein two opposing operations are vividly presented. It is doubtful if such drawings will ever lose their

vigorous selling appeal.

The United States Rubber Company, in a current campaign, has just shown how the old idea can be operated along new and dramatic lines. The X-Ray was employed, and the illustrations were all made from actual photographs. The copy accompanying the pictures was singularly direct and un-

compromising:

"Up to this time, the golfer has been a good sport, and taken all the blame for bad putting. But on the opposite page are some X-Ray photographs that tell another story. At the left, you see six X-Rays out of fifty that were photographed of a lot of balls of different makes. At the right is the X-Ray photograph of six 'U. S.' Royals from a box taken at random out of the stockroom, and put under the X-Ray with all the wrappings and seals intact. This periodical X-Ray check-up on our goods is a regular pro-cedure with this company. It is invaluable both to us and to the golfers."

The photographic illustrations, as exhibits A and B are strikingly dissimilar. The cores of competitive balls are astonishingly irregular, and of them the advertiser says: "The black centre is the heart or 'pill' of the ball. The dark gray circle is the rubber jacket which encloses the 'pill.' The light gray circle is the core."

It is painstakingly pointed out just what each tone and value in the X-Ray photographs signify. The negative prints show alarming deficiencies of construction and manufacture, while the opposite set of camera studies proves the manufacturer's assertion that his product is carefully made. And so, a series of pictures of the good and the bad, the right method of manufacture and the wrong, make a most convincing advertising story. That these pictures were of the X-Ray variety, of course, make them all the more valuable.

In a spirit of fairness, the advertiser states: "Now we do not believe and we certainly do not wish to imply that all golf balls of all makes except 'U. S.' Royals are out of true. But if the golfer has in his bag any balls that would X-Ray like the six at the left, he is bound to miss many a putt that he would be sure to make with a

true ball."

TWO TEN-YEAR-OLD DIAGRAMS

For ten years or more, the manufacturers of the Rome De Luxe mattress have steadfastly featured two illustrative diagrams, in order to awaken people to the difference between bed springs. A sleeping figure is shown, with the springs of the faulty type clearly drawn out in detail, as they rigidly refuse to conform to the body resting upon them. spine of the sleeper is also illustrated. "The wrong or unnatural way to sleep," is the significant caption. Then there is a picture of a more natural pose with springs which give to every move and curve of the human form.

This idea is applied to many things and problems today, and always with telling results, pic-

torially.

In its advertising, the Sunbeam Electric Iron depends very largely upon diagrammatic right-andwrong-way illustrations. Beneath one diagram of the bottom of an iron, these words are run: "Ordinary heating unit too far from the edges to keep them hot when they come in contact with damp cloth." Opposite is the manufacturer's iron, accompanied by this statement: "Sunbeam all-over heating unit comes to the very edges, and keeps them hot when iron meets damp cloth."

So important are these diagrams considered, that they are included in every advertisement, in some

form or other.

In an Alemite lubrication page are two remarkable, unretouched photographs of two bolts taken from two automobiles. They are larger than actual size. One is worn, shabby, out of kilter. other is practically perfect. advertiser says: "No. 1. This bolt did not receive proper lubrication. After 1,440,000 oscillations, equal to 10,000 miles, it was worn to the And beneath the danger point." other illustration, this: "This bolt received Alemite lubrication. After the same number of oscillations the wear was imperceptible.'

WHAT IS A WELT?

It has been exceedingly difficult for the advertisers of "Barbourwelt" to illustrate the importance of its idea. People do not seem to understand readily just what a "welt" is. A quotation from one piece of copy suggests this difficulty: "Some shoes are now being made with a rib of thin upper leather stuffed with paper, or filled with string, and sewed on to a piece of ordinary welting. Of course, water seeps in under this sewed-on rib just as if it weren't there. And from the very nature of its two-piece construction it cannot be expected to hold your shoes in shape."

The present idea, therefore, in Barbourwelt advertising is to use the right-and-wrong-way type of illustrated copy. "This," states the text beneath one picture, "is a cross section showing genuine Barbourwelt of solid sole leather. The shape-insuring rib is part of the welt itself." And beneath the other picture, this: "Here the rib

is made of thin upper leather filled with paper, sewed on to ordinary welting." The diagrams are most impressive and illuminating.

The Montamower Sales Company, manufacturing a special type of lawnmower, has a complicated story to tell and does it with a series of right-and-wrong-way illustrations. In each instance, you can see what happens by twe processes. These tiny pictures prove that with the old-style mower, grass cannot be cut when it grows close to walls and fences, whereas, with the new machine this difficulty can be overcome.

It has been necessary in the advertising of Holophane illumination to depend almost wholly upon companion pictures which at once point out what happens when two methods of illumination are employed. These diagrammatic pictures change with each advertisement, and cover a wide range of places, people and scenes. Text could never hope to arrive at the same results.

The very clever and amusing new campaign in magazines for Esterbrook writing pens is a new method of using the good-and-bad idea, pictorially, and is a lesson to those who assume that innovations and sparklingly interesting changes cannot be arrived at.

The two types of pens write their own illustrations as they go along; the old pen scratching, making puddles of ink, getting caught in the paper and otherwise proving its inefficiency; while the new pen does beautiful, clear work.

Photographs were taken of two automobiles, running along a desolate country road at night, their headlights turned on. It was in behalf of a special appliance. Two paths of clear radiance cut the darkness before one car, while there was but a feeble and widely diffused glow from the other. The illustrations were lessons, far more forceful than the copy which attempted to describe this difference in equipment.

"Does your car go up a steep hill in this manner, or like this?" was the question asked by another advertiser and two side-by-side led ary ost m-pe ed a ay ou oc-ve er, ws

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Greater Washington-and The Star

Draw a 25-mile circle around the National Capital and you include approximately 750,000 prosperous people who depend upon Washington for their market.

From the standpoint of supply those in the suburbs are as much Washingtonians as the local residents. They practically belong to the "Star family"—receiving their Evening and Sunday Star regularly—by direct carrier delivery.

All of which means you reach more people with your advertising in The Star than is included in the entire population of each of thirteen entire states.

> If there is some specific information concerning this market you wish write us.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE

J. E. Lutz

Tower Building

drawings pictured two cars making an ascent on a rural road. One crept along, laboriously and with much difficulty while the other

sped up as if on wings.

For at least four years, the advertising of Barreled Sunlight has employed companion good-and-bad diagrams, made photographically, illustrating two surfaces, one covered with ordinary paint, the other with the product in question. Beneath them is run this copy: "These photographs of paint surfaces were made through a powerful microscope. Each paint was magnified to the same high degree. The astonishing contrast shows why Barreled Sunlight is so easy to keep clean. Its surface is smooth, unbroken and nonporous. It resists dirt and washes like tile."

A photographic study of two shipments of freight, as they were delivered at an express office, instantly proves that it is wise to pack carefully and in scientifically prepared containers. Here was mute evidence of what transpires as perfect boxes and crates are side by side with ones which have fallen apart and allowed their con-

tents to spill out.

And, in a like manner, a very effective right-and-wrong picture gave a look-in view of two storage batteries: One, its plates warped from neglect; the other just as it was when it came from the shop, although long in use. And this demonstration was photographic. There could be no denial

of its authenticity.

"Oil Trade Journal" Appoints Pittsburgh Manager

S. L. Calhoun, formerly in charge of the mid-continent office of the Oil Trade Journal, Inc., at Tulsa, Okla., has been appointed manager of a new office which has been opened at Pittsburgh.

A. G. Winkler, former associate editor of Oil Trade and Fuel Oil, published by the same company, has been appointed service manager, in charge of the department of research and selling helps.

Hazel-Atlas Glass Income

Greater

The Hazel-Atlas Glass Company, Wheeling, W. Va., Atlas jelly glass jars, reports a net income of \$1,592,201 for 1925. This compares with \$931,652 in 1924.

Wants More Views from the Other Side of the Fence SELZ, SCHWAB & COMPANY

CHICAGO

Editor of PRINTERS' INK: Your issue of March 11, contained an article by David Lampe, advertising manager of The Hub, Baltimore, entitled, "Sell Merchandise First—Advertising Second" which was well written and interesting and contained valuable information not only for the retailer but for the wholesaler, as well

We thought so well of the article that we took liberty of quoting from it in the Selz "Weekly News."

We hope you will publish more articles of the same sort from time to the self-

of the same sort from time to time as we believe that selling organizations are apt to overlook how their selling talks strike the man on the other side of the

fence.
SELZ, SCHWAB & COMPANY
HABRY SEI HARRY SELZ, President.

Richard Hellman Sales Increase Sales of Richard Hellman, Inc., Long Island City, N. Y., Blue Ribbon mayon-naise, were \$1,392,589 for the quarter ended March 31, 1926, against shifts, against \$1,138,421 in the similar quarter in 1925. There was a profit of \$140,097, after taxes for the first quarter of 1926, compared with \$90,258 in the corresponding period last year.

First Issue of "The American Legion Monthly"

The first issue of The American Legion Monthly, Indianapolis, appears with the July number. This change of The American Legion Weekly into a monthly publication was previously reported.

C. V. Franks with Louisville Printer

C. V. Franks, formerly advertising manager of the Riddle Furniture Com-pany, Louisville, Ky., has joined the Standard Printing Company, also of Louisville, as service manager.

Calculator Account for Philadelphia Agency

The Allen Corporation, Philadelphia, manufacturer of the Allen Calculator. has placed its advertising account with the J. H. Cross Company, advertising agency, also of Philadelphia.

Appoints Chas. H. Eddy Company

The Haverhill, Mass., Gazette, has appointed the Chas. H. Eddy Company, publishers' representative, as national advertising representative.

Laredo, Tex., "Times" Sold
The Laredo, Tex., Daily Times, has
been sold to J. E. Hanway and
associates, publishers of the Casper,
Wyo., Tribune and Herald.

Competition for attention is making advertising more appealing to the eye and easier to read... And Bundscho's beautiful typography is helping to bring that about.



J. M. BUNDSCHO, Inc.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

HREE

For your consideration we are publishing here the detailed circulation figures of Cleveland's three large newspapers for the past 4½ years.

We call your attention to the BOLD FACE FIGURES which indicate the HIGHEST CIRCULATION POINT reached by each of the three papers.

The News has 843 less circulation than it had on September 30, 1923, The Plain Dealer has 6,592 less than it had on September 30, 1923, and The Press

has 22,527 MORE than it had when its contemporaries were at their highest point.

It is true that The Press has the largest Cleveland circulation, largest True Cleveland Market Circulation, largest total circulation in all Ohio, and has grown faster than any other Cleveland newspaper.

And it is true that-

The **Press**is the **First**Advertising
Buy in
Cleveland

The Cleveland

Detroit San Francisco NATIONAL REPRESENTATIVES: 250 Park Avenue, New York City

LADGEST

DAILY CI

Table No. 1

The Cleveland Press

Press	City	C. & Sub.	Total 179,161		
March 31, 1922		152,507			
Sept. 30, 1922	143,041	155,909	182,548		
March 31, 1923	150,054	162,912	189,199		
Sept. 30, 1923	159.714	173,477	200,110		
March 31, 1924	157.509	171,059	194,793		
Sept. 30, 1924	157,224	172,122	193,556		
March 31, 1925	165,824	181,160	201,364		
Sept. 30, 1925	174,170	191,275	211,210		
	184,047	201,966	222,637		
		1			

Table No. 2 - The Daily Plain Dealer

Plain Dealer	City	C. & Sub.	Total	
March 31, 1922	105.283	132,656	180,460	
Sept. 30, 1922	112,137	142,704	192,712	
March 31, 1923	107,168	136,842	188,495	
Sept. 30, 1923	116,477	150,039	206,831	
March 31, 1924	107,454	138,654	191,319	
Sept. 30, 1924	113,288	148,469	204,773	
March 31, 1925	106,093	137,648	190,325	
Sept. 30, 1925	112,839	145,833	199,628	
March 31, 1926	111,282	145,496	200,239	

Table No. 3 The Daily News

News	City	C. & Sub.	Total		
March 31, 1922	100,583	116,743	146,467		
Sept. 30, 1922		124,142	155.297		
March 31, 1923		120,169	150,477		
Sept. 30, 1923	117,653	136,067	168,623		
March 31, 1924		130,975	158,752		
Sept. 30, 1924	119,494	137,530	164,488		
March 31, 1925	122,616	140,117	163,842		
Sept. 30, 1925	118,287	136,174	157,739		
March 31, 1926	126,046	144,802	167,780		

Press

First in Cleveland

ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago CULATION

Los Angeles

N

Second of a series of advertisements about breeds of dairy cattle



Brown Swiss

OVER the steppes and valleys of western Asia, centuries ago, roamed a breed of cattle that is destined to become one of the most popular of the five American dairy breeds.

The modern world credits Switzerland with establishing the permanence of these dairy cattle, known today as Brown Swiss. From the Orient, about the time of the sacking of Rome and the devastation of Europe, they were introduced into Switzerland.

Fifty-seven years ago, a few Brown Swiss were brought to America by an enterprising dairyman. Today, multiplied largely through careful breeding, there are more than 36,000 registered with the Brown Swiss Cattle Breeders' Association.

The rich, dark seal brown coat that graduates to a light tan color, makes the Brown Swiss a beautiful and distinctive animal. Plump, compact individuals, they appear smaller than they really are. Generally these cattle are known for their ruggedness, quality of milk, docile disposition, and uniformity.

Throughout the dairy farming states, dairymen, many of them breed association members, swear by one dairy magazine. Their practical, authoritative guide on breeding, better dairying, and modern home life is The Dairy Farmer.

A quarter million of the most alert dairymen are subscribers of The Dairy Farmer—double the number of readers of any other dairy magazine.

Dairy Farmer

MEREDITH PUBLISHING COMPANY, DES MOINES, IOWA E. T. Meredith, Publisher

250,000 circulation twice each month-A. B. C.

How 100,000 Dead Trade-Marks May Be Cancelled

Some Suggestions by a Number of Prominent Trade-Mark Attorneys

THE proper trade-marking of goods is essential to successful merchandising. Yet, there are at least 100,000 dead trade-marks on the Patent Office registry, according to conservative estimate, which in many instances form a barrier to proper trade-marking. The situation was outlined in PRINTERS' INK for July 1, under the title "Over 100,000 Trade-Mark Registrations Ought to Be Cancelled."

Recently, five prominent trademark attorneys of Washington who discussed the problem were unanimously of the opinion that great benefit to merchandising and advertising would result if any appreciable number of these dead marks were removed from the registry. They pointed out the steps necessary for the cancellation of dead marks, emphasized the seriousness of the problem created by the marks, and explained how the problem could be solved by co-operative effort on the part of registrants of unused marks and various business organizations.

Francis L. Browne, of the firm of Browne & Phelps, said that the accumulation of unused marks on the registry had grown to be one of the most serious obstacles to legitimate registration. He added that, in the majority of cases, the dead marks are the cause of unnecessary expense and delay in securing registration.

"Unfortunately," Mr. Browne continued, "the Patent Office has no way of knowing when a mark falls into disuse unless the owner notifies the Office. Frequently, we have gone to considerable trouble and expense to find the owners of registrations which appeared to conflict with marks we sought to register, only to discover that the registrants had gone out of business long before. When a firm

goes out of business its marks should be automatically cancelled. Then, there are thousands of so-called fashion marks which have been used only for a season or two. Besides these, there are many thousands of registered marks that have been unused for sufficient time to warrant cancellation; but it will take some effort on the part of those interested to wipe them off the registry.

"There should be an organized effort to educate the owners of unused marks as to the real meaning and value of registration. The average man makes the mistake of considering a trade-mark registration as a patent grant. In reality, a registration is merely a record and a certificate of a recordation which is prima facie evidence of an ownership which must have existed before registration.

"Therefore, it is evident that ownership in a mark ceases to exist when the mark is abandoned. The main difficulty is in proving abandonment, which is frequently complicated by the owner of a registered mark because of his conviction that his ownership is in registration rather than in actual use of the mark.

CANCEL UNUSED MARKS

"The solution of the problem depends largely on inducing the owners of unused and abandoned marks voluntarily to cancel their registrations. I am sure that if any commercial organization or group of organizations begins a campaign to bring about such cancellations, they will find the majority of trade-mark attorneys of the country enthusiastically supporting them. I can think of nothing that would be of greater benefit to the advertisers of America than to have even 30,000 or 40,000 of the unused marks on the registry cancelled."

The Patent Office has already

ceased citing as references those marks that have already passed the term for which they were issued and which have not been renewed, thus saving annually many thousands of dollars in unnecessary litigation, and also releasing many good marks for adoption and use by live and going concerns.

The necessity of educating owners of trade-marks as to their legal rights of ownership was also emphasized by John J. Darby, of Cushman, Bryant & Darby. He thought that a large number of owners of unused marks could be induced to cancel their registrations if the subject were properly explained to them by their trade associations and other business organizations.

ORGANIZED EFFORT NEEDED

"Of course," Mr. Darby continued, "it is a reciprocal proposition. If it promised to become general, we would not hesitate to advise our clients voluntarily to cancel registrations which they have definitely abandoned and which they are sure they will not use again. It is my belief that practically all trade-mark attorneys would adopt the same attitude. It is probable that the registry could be cleared of many thousands of unused marks, if a strong organized effort were made to place the problem before trade-mark registrants generally."

It has been suggested that the Patent Office circularize its entire list of registrants to determine those who have abandoned their marks. Undoubtedly this would go far toward solving the problem; but there is no provision of law which would warrant the Office in conducting such a campaign. However, William L. Symons pointed out that there is nothing in the law, to his knowledge, which will prevent any organization from circularizing the owners of registrations.

"The annual index of registrants could be used as a list," Mr. Symons said, "and there is no doubt that many owners of unused marks would cancel their registrations if the subject were explained

to them properly and fairly. Blanks could be enclosed which would merely have to be filled out by the registrant and mailed to the Patent Office to effect cancellation.

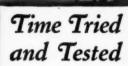
"A great many registrants, I am sure, are familiar with the trouble and complications which frequently arise when applications are made. If they were advised that every trade-mark registrant in the country was being urged to join in a campaign to clean up the registry, I believe they would do their part readily.

"It is not only the registrations which the unused marks prevent that cause trouble, but also the many complications and the unnecessary and involved work which they necessitate. For instance, in a case in opposition which I brought recently, there eighteen old certificates cited against me. I promptly filed in-terrogations in all instances, requiring the applicants to state if the marks were still in use and, if so, where the goods could be purchased. But the examiner of interferences ruled that the applicants could not be required to answer, holding that, under the law, he was compelled to consider the old certificates as prima facie evidence of ownership.

"These were marks relating to soft drinks, and there is not the slightest doubt that at least sixteen out of the eighteen were abandoned. But it would have required a great deal of time, work and expense to prove abandonment in every instance. The fact is that at least 90 per cent of the marks in the soft drink field that are on the registry are unused at the present time, and they should be cancelled. In my opinion, the subject is well worth the studious consideration of advertising clubs and trade associations. Trade-mark applicants are so hampered, and the process of registration is becoming so complicated, due to the large number of dead marks on the registry, that a general campaign for the cancellation of un-

used marks should be popular."

That there must be a large number of registrants broad-minded



IRON TRADE REVIEW
Established 1883

THE FOUNDRY
Established 1802

DAILY METAL TRADE
Established 1909

ABRASIVE INDUSTRY
Established 1920

POWER BOATING
Established 1905

MARINE REVIEW
Established 1878

THE PENTON PUBLISHING CO.

PENTON BUILDING CLEVELAND, O.

The Penton Press—printers of newspapers, business papers, national magazines, books, catalogs, etc. enough to accept a proposition to cancel their dead marks, was the opinion of William E. Dyre. He said that he considered the cancellation of dead marks a fair proposition, and that he would advise his clients to cancel as soon as they decided to discontinue marks.

"A great many trade-mark owners and some attorneys," he added, "seem to think that the new trademark law now before Congress will relieve the condition as soon as it is passed. It is advocated that this law provide that the discontinuance of a mark for five years constitute a basis for cancellation. If the act is passed with this provision, it will merely clear up a point on which the courts have been somewhat at variance. According to various opinions, the courts never have agreed as to what length of time constitutes abandonment. But with the time fixed at five years by law, the problem would not be solved, for it would still be necessary to prove abandonment, and that is always a difficult and expensive thing to do when the registrant goes to court.

"Customs make law as well as legislation. If the business organizations of the country could establish the custom of voluntarily cancelling unused marks, I believe it would soon impress Congress with the necessity of a law to require such cancellation. When the great good which would result is considered, it is surprising that industries have not taken steps to

relieve the condition."

ASSOCIATIONS SHOULD ACT

The trade-marking of goods is just as important as any of the activities usually engaged in by trade associations, according to Edward G. Fenwick, of the firm of Mason, Fenwick & Lawrence. He expressed the opinion that many registrations can and will be cancelled just as soon as the associations and other business organizations realize the seriousness of the problem.

"There must be many thousands of registrations in the files of the Patent Office," he said, "which represent marks without ownership. These constitute an expensive and annoying handicap to the majority of applicants for registration. In the files of our own office I believe there are at least 2,000 letters which we have written to registrants of marks which appeared to offer an obstacle to the registration of marks by our clients, and which have been returned by the Post Office. The return of these letters means that a very large number of the applicants have gone out of business.

"This will at least suggest an idea of the large number of registrants who are no longer in business but who leave their registrations on file. I presume that the estimate of 100,000 dead marks on the registry is conservative, and I have reason to believe that about one-half of the registrations could be found to be in the names of firms and individuals who are no longer active in business. Going out of business usually constitutes abandonment of the trade-marks involved. Therefore, it would be a comparatively simple matter to clear the registry of many thousands of marks which are registered in the names of companies that no longer exist.

"If the entire list of registrants were circularized by some organization there is no doubt that a large number of registrants of unused marks would voluntarily cancel their registrations. But I believe that a very much larger number of cancellations could be brought about by clearing the registry of marks without ownership. Probably a large proportion of the circular letters would be returned, and it would then be a simple process to secure the evidence to prove the fact that thousands of registrants are out of business.

"To secure the cancellation of such registrations it would be necessary to present to the Commissioner of Patents a report from a recognized commercial agency to the effect that the registrants are out of business, also a registered letter addressed, in each case, to the name and address of the owner

Circulation That Counts...

In the most important residential centres of Detroit, embracing practically every English speaking community of consequence, the circulation of The Detroit Free Press reaches 78.9% of the homes.

This is concentrated circulation that counts most because it hits hardest where selling messages are most effective.

In these districts are the homes where incomes range from \$5000 per year up, and also the homes containing folks who are on the way up to \$5000 yearly. Those who have arrived so to speak, and those also arriving.

Only by utilizing the coverage offered by The Free Press can the advertiser hope to secure the maximum effective value from any advertisement or series of advertisements about either merchandise or services, directed at the Detroit market.



The Detroit Free Press

VERREE & CONKLIN, Inc. National Representatives

New York

Chicago

Detroit

San Francisco

LEADING ALL MAGAZINES IN GAIN

Among all periodicals totaled each month in Printers' Ink—weeklies, women's, generals, or class—the one showing the largest gain in advertising volume for the first six months of 1926, over the same period last year, is

HOUSE & GARDEN

One of the Condé Nast Group

THE NEXT TWO MAGAZINES IN GAIN

Closely following House & Garden in its lead in advertising gain over all periodicals listed in Printers' Ink for the first six months of this year, and leading all others, except House & Garden, in volume of advertising gain are

VOGUE AND VANITY FAIR

The Other Two

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as filed in the registry, and returned by the post office. The Commissioner of Patents would then address a letter to each of the registrants, and, as his letters were returned, would order the registrations cancelled.

There is much to be desired in the voluntary cancellation of unused and abandoned marks; but if a campaign resulted only in the cancellation of those marks which were registered by companies now out of business, I am sure that the expense of time and money would prove to be an invaluable investment. The present condition not only increases the cost of registration in the majority of instances, but it also brings about a considerable amount of litigation and prevents the use of thousands of excellent trade-marks. Doubtless the problem never will be entirely solved; but I am sure that if the list of registrants were circularized and the results properly handled, a vast number of good marks could be returned to industry, litigation prevented, expense reduced, trouble eliminated, and the process of trade-mark registration considerably simplified. The present condition calls loudly for some interested organization, or group of organizations, to tackle the problem.

A. L. Haskell, President, Triplex Safety Glass Company

Amory L. Haskell, formerly vicepresident and general manager of the General Motors Export Company, New York, has been elected president and director of the Triplex Safety Glass Company of North America, Hoboken, N. J.

E. J. Shearman with MacLean Publishing Company

Ernest J. Shearman, has joined the Montreal office of the MacLean Publishing Company. He was recently with Thomas Skinner & Company, also of Montreal.

Bridgeport, Conn., "Times" Changes Hands

Controlling interest in the Bridgeport, Conn., Times, has been sold by Kendall B. Cressey, who has resigned as president and treasurer, to Sumner Simpson, of Bridgeport.

When I First Met "Printers' Ink"

P. CENTEMERI & COMPANY NEW YORK Editor of PRINTERS' INK:

If first got acquainted with Printers' In Krx when I went to San Francisco in 1886 and took up the extension work on P. Centemeri & Company's line. I embarked on not only a careful advertising campaign, but a careful analysis of the situation as it appertained on the Pacific Coast, an analysis of the retail trade generally, and a desire to build a business that would be substantial and lasting and not a special sales business. As I progressed in my work, I found that I had to take recourse to some medium, friend, publication or school, that I might be posted up to the very moment, first as to what other successful houses were doing, that I might emulate their example, and second, that I might gather unto myself the spirit that would naturally be absorbed from the association of my ideas with those of the most progressive people who were setting a preserved.

the spirit that would hattashing to sorbed from the association of my ideas with those of the most progressive people who were setting a pace for me.

Trade journals of my line contained the familiar lingo. Every trade paper has its own ax to grind and this theme rasped on my ears rather than sang a sweet refrain. Then I undertook a careful study of Printress' link and I found gathered in the pages of that magazine just exactly what I was looking for—a rehearsal of the other fellow's experiences—most of which were profitable, and I absorbed unconsciously the sweet tune that was being hummed to me, and then I learned to catch the air, and afterwards I was able to join in the refrain.

catch the air, and afterwards I was able to join in the refrain.

I appreciated the fact that I was not getting any one editor's ideas, one trade paper enthusiast's ideas, nor one schoolboy's "trying to put it over" ideas, but I was getting a combination of ideas that, like the food my body was being nourished with, contained a great variety of healthful, stimulating mental food and I was able to carry on, and even though 1906 swept us away by fire and earthquake, they never could take from us what we had learned from the association of ideas gathered from Printes' INK and applied in a measure to our own business, because that was real knowledge.

PRINTERS' INK was my primer and from the primer I was able to communicate with the contributors that made the primer a masterpiece. PRINTERS' INK, among our boys, is being used in rather a desultory way. I regret to confess this, but you know how it is —they all want to earn money but they do not want to contribute much toward the broadening of their knowledge and the acquiring of real new ideas.

CENTEMERI & COMPANY,
W. M. SMITH,
General Manager.

Providence Agency Moves to Boston

The Schneider Advertising Agency. Providence, R. I., has been moved to Roston

Breaking Up the Unit Leads to Increased Sales

A Plan That Made It Easier for the Dealer to Sell and the Customer to Buy Porce-Namel Kitchen Furniture

By Albert Power

Sales Manager, Mutschler Brothers Company

H ARDLY any sales manager in search of selling ideas would pay much attention to the furniture field. We seem to be looked upon as a merchandising slouch.

For quite some time I have sensed that attitude. And I must admit I have been greatly puzzled to find the reason for it. attitude is wrong; for I believe that within its limits the furniture business has developed at a fairly good pace on the score of modern

merchandising.

At present it seems to me that the reason why the furniture business is regarded as a merchandising slouch by sales executives in other lines is an ignorance of the peculiarities of that business. One of the peculiarities that is so often overlooked is the fact that our unit of sale is large—large not only in size but also in price. It is perfectly obvious that you cannot make as spectacular or sensational merchandising progress with large high-price units as you can with small, low-price units of merchandise. I make only one exception to that statement: Unless you control your own distribution channels as is the case in the automobile industry.

Any furniture sales manager who hopes to do anything spectacular or sensational in order to awaken consumer and dealer buying of his product eventually realizes that condition. The big problem is to find the way to change it.

Book-case manufacturers were the first in the furniture field, so far as I know, to find a suitable answer. They put their answer in the shape of sectional book cases. By so doing they immediately changed from a high-price large unit to a low-price small unit. And it is interesting to note in passing that with that change they got new types of retail out-lets for their product.

I have noticed that the Inter-national Silver Company is now using that same idea of splitting up the unit in size and price for 1847 Rogers Silverware. It is pushing the idea that silverware should be bought item by item until a complete set has been obtained.

They are telling their sales story to newly married couples, the people who constitute the big market for silverware and other household requirements. But unfortunately for all who sell household equipment, and unfortunately, perhaps, for the newly married couple, the money to pay for big units of household equipment at high prices doesn't exist. Instalment selling, of course, meets part of the problem, but it doesn't go all the way and doesn't fit in all cases. But the idea of breaking up the unit of sale into smaller units does fit.

THE "BLOCK UNIT PLAN"

We are finding out that it fits remarkably well in selling "Porce-Namel" kitchen furniture. line consists of kitchen cabinets, bases, cupboards, table cupboards and tables. Each one of these different items is made in different styles. We selected from our entire line three units: a table; a cupboard that fits right over the table, and an auxiliary cupboard which can be placed on either or both sides of the table. These three units became the basis of an advertising and merchandising campaign that we have called the "block unit plan."

The first thing we had to do to put this plan over was to sell dealers on the idea and on its

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THE NEWS ion in & More than a MILLION every woolrculation in Ame irculd America & More than a har New York's Picture Newspaper

June 1926 Averages SUNDAY, 1,217,544 25 Park Place, New York than a MILLION DAILY, 1,060,644

mn: & More than a N. Tribune Tower, Chicago in America ? _ Largest Daily Circulation in Ame

rcul America & More t Largest Daily Circulation Dail tion in America & More than a MILLION every weekday & Largest Daily Cir Largest Circulation in America & More than a MILLION every weekday & Largest rgest Daily Circulation in America 📽 More than a MILLION every weekday 😮 attractiveness. This we did in business-paper advertising and by direct mail. One of our big points to the dealer was that this merchandising plan would not only bring customers to the store, but it would bring them back for more. We showed them that the plan was based on common sense. We showed that because it made it easier for the customer to buy our goods it became easier for the dealer to sell them and to sell more of them.

Then we advertised to the consumer, nationally. We told Mrs. Housewife, "Now you can furnish your kitchen piece by piece" or we said "It's so easy to have a perfect kitchen." Under such headings we told our complete story in copy that read something like this:

You deserve a perfectly furnished kitchen. And you can have one—easily and economically—with Porce-Namel Kitchen Block Units. You can begin right away with a Porce-Namel Kitchen Table, the most convenient piece of furniture for any kitchen. They are handy and fitted with the proper places for the many things you constantly use. You will find them strongly built, but light and very easy to move about. The beautiful white porcelain top won't buckle or warp. All the cupboards and bins are dustproof.

Then you will want the Parce-Namel

bins are dustproof.

Then you will want the Porce-Namel
Table Cupboard, designed to fit right
over your new table—a roomy cupboard
with plenty of drawer and shelf space.
Finally, there are the Auxiliary Cupboards, one for each side of the table.
All these pieces are in beautiful satin
enamels. They fit your own particular
needs as though you had planned each
detail. Everything can be kept right at
your fingertips! You will have an orderly
and attractive kitchen, far easier to keep
spotlessly clean.

and attractive kitchen, far easier to keep spotlessly clean.

Do this much today . . . just send us your address. We will mail you our "First Aids" booklet, showing the latest Porce-Namel styles. We will show you how thousands of wise housewives have built splendid kitchens with Porce-Namel Block Units. You'll be under no obligation at all. So sit right down and write to us now!

That copy shows that we were prepared to follow up all consumer inquiries with a direct-mail campaign.

We also were prepared to follow up our first advertising to the retailer. And that follow-up was a surprise to most of them. We got a reaction from it that we were not looking for. To every active retailer we sent a complete

resale campaign made up of booklets, folders, window and store displays, large reproductions of our own advertising and newspaper cuts and mats. All of this material was sent at one time in one pack-Now the reaction that we got that was unlooked for, was an expression of genuine appreciation from many merchants on the complete tie-up of the helps that we had sent them with our own consumer advertising. We were only doing the obvious thing in making every piece of advertising lead up to the main idea of the campaign. But judging from the retailers' comments on what we thought was obvious it seems apparent that the obvious isn't the usual thing in the matter of dealer

We did not, of course, let up in our efforts on the dealer with the release of our resale campaign to them. All of our salesmen carried a complete set of the campaign with them and sold that campaign to retailers instead of selling merchandise. Of course they got the orders for the merchandise, but they got them because they showed the dealer that we would not be satisfied until we had helped him move our goods into the consumer's hands.

We did not make our salesmen carry the whole job of keeping our dealers enthusiastic over the plan. A systematic campaign of letters that continually explained the fundamental ideas and booklets that talked of "more profits" for the retailer, carried part of the job of keeping up dealer enthusiasm.

With the results of two months' experience with this plan before me, I can say that we have found it to be the greatest sales stimulant we have ever known. It has pyramided sales of our products for the dealer because it has made it easier for his customers to buy.

Real Estate Account for L. Jay Hannah

Shekleton Bros., Chicago realtors, have appointed L. Jay Hannah & Company, advertising agency of that city, to direct their advertising account. A newspaper campaign is being planned.

Magazine Publishers ADVANCE YOUR CLOSING DATES

ers)

The enlarged Goldmann plant is now open for the publication of several additional magazines seeking to increase their life-line by advancing their dead-line.

In this one great shop we now have presses that already handle WITH SPEED AND ECONOMY every kind of publication from newspapers to the highest type of art magazine.

In other words, we gain time and money by having different kinds of presses for different kinds of jobs.

As far as Quality is concerned, you can take that for granted. We haven't believed in anything else for over 50 years.



ISAAC GOLDMANN COMPANY 80 Lafayette St. New York

~ Printers Since 1876-





Street Car Advertisin

THE Street Car service of the Public Service Corporation covers nearly all of New Jersey, including Newark, Jersey City, Hoboken, Paterson, Weehawken, Elizabeth, the Oranges, New Brunswick, Camden, and other cities and towns. The population of this territory increased 70% in 20 years as will be seen from the following U. S. Census figures for the State of New Jersey—

1900					1,883,669
1910					2,537,167
1920		۰			3,155,374

The population of the United States for 1910 showed an increase over 1900 of 21%. In New Jersey, the increase was 35%.

The gain of the United States for 1920 over 1910 was 15%. The increase in New Jersey was 25%.

With the growth of population comes the need for more transportation—more kinds of transportation—so despite the great advance of the automobile industry during the twenty years from 1900 to 1920, and despite the fact that New Jersey is well supplied with buses, the electric railway cars of the Public Service Corporation of New Jersey carried 416,788,621 trolley passengers during 1925, compared with 215,400,000 riders in 1904.

rtising in New Jersey

For the 19 years prior to bus operations—from 1904 to 1922 inclusive—according to the transportation statistics in the 17th Annual Report of the Public Service Corporation, 6,997,462,018 passengers were carried—a yearly average of 368,287,485.

During 1925 the cars of the Public Service Corporation carried 48,501,136 more passengers than the yearly average of the preceding 19 years.

482,209,765 passengers were carried during 1925 by the Street Cars of the entire State of New Jersey, of which 65,421,144 riders used the cars of other traction companies.

This makes an average of 1,340,000 riders every day.

\$30 a day pays for half showing of Street Car Advertising in all of New Jersey—as a comparison, that amount would buy only ten inches of space in the one leading newspaper of the State,

Marward

National Advertising Manager.



R. J. Reynolds Tobacco Co. is one of fifty national advertisers using Criterion Service

Tailor-made Advertising

Each showing of Criterion three-sheet posters is built to fit the needs, plans and distribution of the individual advertiser.

The patented three-sheet board is merely the tool with which Criterion Service covers markets. The boards are erected at eye-level, on busy corners in home-shopping centers, near points-of-purchase. They reach every resident of a given neighborhood on an average of once every day.

Briefly, Criterion Service offers-

- (1) Continuous daily reminders, when and where buying is easy.
 (2) Lowest cost for selected circulation in all advertising. \$48 a million.
- (3) Choice of neighborhoods, in every city and town of 20,000 or more population; eliminating waste by selection.
- (4) The last word to the neighborhood shopper, as she is on her way to buy, adding "action" to "desire".

We will be glad to submit a plan and recommendations for anything from national coverage down, without obligation on your part.

CRITERION

FISK Service New YORK

Nation-wide Neighborhood Posting

Boots! Boots! Boots!

The Tearful Tale of a Woman Who Set Out to Buy a Pair of Shoes

By Caroline Eliza Vose

DON'T know why it is, but I am always irresistibly drawn into the men's department of a shoe store. I never can see that it looks a bit different from the women's department anyway, and being inured to bathing beaches, sleeping-cars, and the modern drama I shouldn't feel embarrassed to be waited on there. I'm not allowed to be, however, for some dapper, determined clerk's "This insistent side. madam," is equivalent to a com-

Safely piloted to the women's "side," I am about to seat myself in an empty chair, when the clerk almost shouts, "Oh, no, not that one! Not that one. Right here, please," and I pop up into the air

like a jack-in-the-box.

"I didn't notice that chair had just been painted," I observe apologetically as soon as I come down.
"It hasn't," witheringly answers the clerk as he indicates the chair

I may-or rather must-sit in.

'Perhaps I ought to have telephoned ahead for a reservation," I murmur, but the clerk, having ignored my proffered left foot, is too absorbed in removing my right shoe to reply.

"What size?" he inquires.

"I'm sure I don't know. I never can remember the size shoe I wear, except that it's a large size." tone is chatty.

The clerk picks up my old, shabby shoe, worn at the heel, stubbed at the toe, out of shape, and all but turns it inside out in a vain effort to ascertain the size.

"Not one of our shoes. We don't carry this line." He is somewhat accusing as he throws the shoe on the floor, and places my foot upon his turned-up-at-bothends yardstick. He flattens out my toes, pokes in my heel, presses my foot down and treats it quite as if it were not in any way attached to my body.

I attempt a joke which seems

fairly clever to me about how many inches there are in my foot, but the expression on the clerk's face shows me it's not taking at all well, and so I quickly end it

in a cough,

"What kind of shoes do you want?" asks the clerk. Not that he cares a whoop but evidently just for conversation, because the kind of shoes I want never influences him or enters into the transaction. If I want strap shoes they are not in style; if I want black, the clerk tells me black shoes have entirely gone out and all the shoes this season are brown. If I want broad toes, I learn that everyone is wearing them narrow; if I want low heels, high heels are certain to be the vogue, and if I want dress shoes I find that sport shoes are being worn for most occasions.

WHERE THE FAULT LIES

Of course, the fault lies wholly with me and not with the shoes-I am made to realize that clearly enough. It seems impossible for me to want the right styles at the right time. Yet, so little has experience taught me that I sometimes foolishly express a pref-

"What about satin slippers?" I may venture, only to be informed that kid and suède are more correct now-"But I can't fit you in a kid"-and if, being a practical woman, I mention that rubbers or galoshes ruin suède, the clerk acts so pained to think I'd even consider putting on rubbers or galoshes over suede shoes that I finally pretend I meant to be humorous, and protest I never step outdoors in rain or snow.

Having firmly coerced me into the distasteful suède idea, the clerk wanders away to the stockroom, or the files or whatever those dim recesses are where shoes are secreted, and I seize this opportunity to pick up my pathetic, faithful old shoe from the floor, smooth it

out a little, and surreptitiously place it on a seat beside me. I know perfectly well the clerk hurt that shoe's feelings. It's been a good shoe to me, and it is comfortable. Looks and style aren't everything in this world.

After I've had a long, tedious wait during which I am positive my clerk must have gone to the movies, had a manicure, motored through the park, or manufactured a pair of boots, he reappears with the cheering news, "We haven't a suède in your size, but here's a snappy patent leather. Very smart."

"Patent leather!" I exclaim.
"Patent leather always cracks.
Besides, I don't like patent leather."

The wrong remark, quite the wrong remark, and it calls forth a prompt rebuke. "With your foot it's not so much a question of what you like but what you can wear. It's extremely hard to fit a foot as thin as yours."

I mutter something about it's being the only foot—except my left one—I have, about the possibility of padding it, and glance sympathetically at a woman nearby to whom a clerk is explaining the difficulty of fitting her foot because it is fat. Then I fall to meditating on the inequalities of life, and on the pity of it that this woman and I can't combine our four feet and fashion two regulation-size, not-too-thin, not-too-fat sets out of them, when the clerk interrupts my meditations with a persuasive "Let's try the left shoe on, too."

Unresistingly I submit, for by this time I realize I am practically beaten anyway. Horrors, what is that? A hole? It is—a hole in the toe of my stocking. Those new dollar-thirty-three silk stockings! I could swear it wasn't there when I put them on. What will this superior, faultlessly groomed clerk do? Get up and stalk away, leave me deserted, humiliated, and disgraced? No, he's too much of a geatleman for that. He is shocked and surprised, of course, but he'll see this through to the bitter end.

"Just stand up, please, and walk on them. There, that's a nice pair of shoes for you. Feel all right, don't they?"

They do not feel all right. They feel all wrong. They feel stiff and hard. They pinch here, and pull there, and they are too narrow. Before I can summon courage to say so though the clerk goes on complacently, "Only pair in stock your size, that is, the only pair in the kind of shoe you want."

in the kind of shoe you want."
They're not the kind of shoes I want-I hate patent leatherthey're the opposite in every detail from what I want. And yet the clerk was gentlemanly about that hole in my stocking, and it seems to me I must have been in this shop eons. I am tired. I've got to decide on something. I take a step or two and feebly suggest the shoes slip at the heels, but the clerk assures me after I've worn them a while my feet will settle into them, and they won't slip so much, "You see, it's hard to get a shoe that fits you snug here in the back. Your ankle is so thin."

Don't I know it! I ought to, for I've been twitted about my thin ankles by every clerk who has tried shoes on my poor, long-suffering, maligned feet.

"You win. You win. I'll take them," I remark, too weary to hold out longer, or even to protest that I'd hoped to buy a pair for at least \$3 less. Ignorantly, I'd supposed shoes were going down in price.

"We have an excellent assortment of hosiery. Do you need anything in that line today, madam?" inquires the shoe clerk blandly as he hands me my package.

Oh, that hole in my stocking! "No, thanks," I stammer, and flee, clutching the shoes I shall never wear. But then my sister likes patent leather.

J. J. McNally Joins Washington Public Utility

James J. McNally, formerly chief copy writer and contact executive with the Samson Service, Washington, D. C., has joined the Washington Railway and Electric Company and the Potomac Electric Power Company, in the office of the president, where he will devote his attention to public relations work.





The Amerseal Cap protects the contents of the container under any and all climatic conditions. Air can't get all climatic the product can't get out—no matter how many times the cap is removed and replaced. The consumer is never disappointed by variation in the strength or freshness of the product. There is no evaporation, no deterioration.

The Amerseal Cap can be beautifully lithographed or enamel sprayed in exquisite tints of any desired color. The enamel finish combines most artistically with Monongah, the new translucent opalware.

All Are AMERSEALS

The Amerseal Cap is made in a variety of sizes for all types of bottles, jars or caus. Practically any liner may be used, from waxed paper or cork to special rubber compositions. The skirt of the cap has a wired edge. No projections or raw edges to cut the fingers. We would be pleased to make a study of your glass or tin packed products and submit designs and sample caps without obligation.

AMERICAN METAL CAP

2 Summit Street Brooklyn, N. Y.

Branches in the following cities:

Chicago St. Louis Los Angeles Cleveland San Francisco Portland Detroit Seattle

South Has Banner Year in National Advertising

Co-operative Advertising of Publishers Has Brought Out Importance of Southern Market-Tribute Paid to Memory of Edgar M. Foster

Asheville, N. C., July 6. (By Special Wire)

So satisfactory have been the results of the co-operative advertising campaign which the newspapers of the South have been addressing to national advertising interests, that it has been recommended that this joint effort be continued and, if possible, upon a larger scale. This recommendation was embodied in the report of the advertising committee which was submitted on the first day of the convention of the Southern Newspaper Publishers Association which is being held at Asheville, N. C.

The committee reported that during the last twelve months, national advertisers have spent more money in the South than in any previous year and, since January, most Southern newspapers have broken all previous records in the amount of national copy car-

ried.

The committee's report was the outstanding event of the convention, not only because of its optimistic survey of newspaper advertising developments, but because it had a tinge of sorrow for the delegates. The report was the work of Edgar M. Foster, of the Nashville Banner. It contained a comprehensive analysis of business conditions in the South and forecast the prosperity which Southern industry is to enjoy.

Between the completion of his report and its presentation at the convention, Mr. Foster passed away. At the opening session, Walter C. Johnson, president, called for silent prayer and a resolution recorded the association's gratitude for his work as a former president and a leading figure in the development of the South.

"During the year, we completed the advertising campaign inaugurated last year and the committee secured subscriptions for another campaign to start during the early fall," Mr. Johnson said. "One of the splendid features of the 'Scll It South' campaign of the S. N. P. A. is the fact that it has been continuous over a long period of years."

Advertising problems, however, were only one of many prominent topics which came up for discussion. Practically every phase of the industry received discussion, either in the form of committee reports or in group symposiums of topics which the delegates previously were informed would come up for discussion. These referred to circulation, mechanical, editorial and advertising topics.

Col. Robert Ewing, of the New Orleans *States*, chairman of the postal rates committee made a decided hit with the convention with his exhaustive report and explanation of the work of his committee.

The convention was addressed on the evening of July 6 by Oscar Wells, of Birmingham, president of the American Bankers Association, and Kent Cooper, general manager of the Associated Press.

The next meeting will celebrate the silver anniversary of the association and it is anticipated this will be held at Atlanta, where the association first met twenty-four years ago.

Death of Edward R. Thomas

Edward Russell Thomas, fifty-two, until recently owner of the New York Morning Telegraph, died at New York on July 6. He had been vice-president, since last May, of the Hermis Publishing Company, publisher of the consolidated Morning Telegraph and Daily Running Horse.

It was previously reported that the National Association of Ice Industries. Chicago, had retained the Potts-Turnbull Company as advertising counsel. L. C. Smith, secretary, informs PRINTERS' INK that this report was an error and that the association has appointed no advertising agency.

Preparing Your Advertising Schedule?



Count the Fifth Avenue Coaches in. The Fifth Avenue market, an unusual one, can be covered by using space in the Fifth Avenue Coaches. It is estimated that during a month 500,000 different persons, a select New York constituency and visitors from all parts of the globe, are riders.

To have a card the same size as allowed all advertisers costs only \$800 a month for display in all coaches (over 400 guaranteed), \$400 a month for 200 coaches. Coach passenger circulation costs 20 cents a thousand, the lowest cost for quality circulation in the United States. Fifth Avenue Coach passengers are ready to buy at any time they step off a coach. They are mostly carried to the heart of New York City's shopping and business districts. Tell them about your merchandise when it is easiest for them to obtain it. Five year contracts earn a discount.

Agency commission 13%

Cash discount 3%

JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches

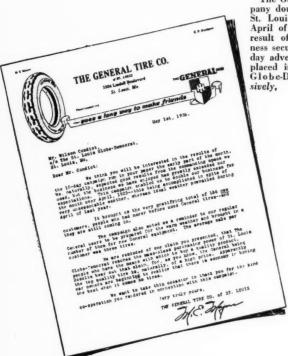
(The ten cent fare coaches in which passengers are not allowed to stand.)

425 Fifth Avenue, New York

Telephone Caledonia 0260

How General Tire Doubled its Bu

By Securing 156 New Customers
 As Result of 10-day Advertising Campaign
 In The Globe-Democrat Exclusively



The General Tire Company doubled its sales in St. Louis in April over April of last year as the result of increased business secured during a loday advertising campaign placed in The St. Louis Globe-Democrat exclusively,

St. Louis Blobe -

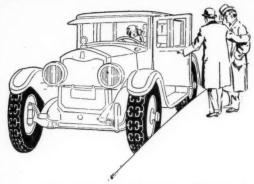
F. St. J. Richards - - - New York Guy S. Osborn - - - - - Chicago J. R. Scolaro - - - - - Detroit

The Largest Daily

ign

Comles in over is the busia 10paign Louis exclu-

dits Business in St. Louis in April



156 car owners who had never used General Tires bought Generals as a direct result of the advertising . . .

Sales averaged 3 tires per customer, and, in addition to the sales of tires for passenger cars, commercial business was substantially increased.

Here is an advertising success which stands out in tire history in St. Louis—accomplished by a single store during the unfavorable, unseasonal weather of a "late" April—with advertising placed exclusively in one newspaper . . . St. Louis' Largest Daily.

The results are all the more significant in view of the fact that the General is a top-quality tire selling at a high price.

In selecting The Globe-Democrat alone The General Tire Company chose the newspaper that reaches more automobile owners than any other St. Louis daily and which is acknowledged to be the logical medium for automotive advertising.

Tires, motor cars, food, shoes, cigars, or whatever your product may be, The Globe-Democrat can help you to build sales economically in St. Louis and The 49th State.

Ask the nearest Globe-Democrat representative for the facts about The 49th State, that great 20-Billion-Dollar Area, radius 150 miles surrounding St. Louis, its Capital. Write for details of the service which our Research Division and the Service and Promotion Department can render.

Democrat

in The 49th State



C. Geo. Krogness - San Francisco Dorland Agency, Ltd. - - London

An Elusive Rainbow

Many advertisers and agencies place undue importance upon linage figures per se.

The methods of publishing newspaper linage figures are still in embryo.

So the space buyer's microscope should be placed upon revenue, upon rates, when appraising linage.

The truth is that much linage is printed to impress the buyer. Advertising published in "trade," or contingent upon ingenious discounts, or at cut rates, or in spite of poor credit, frequently places the stronger medium at an apparent disadvantage.

Advertising linage is a most important gauge of a periodical's value but means nothing if not paid for at full rates.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit Atlanta New York Chicago

Kansas City San Francisco

Making the Trade Character Earn His Keep

The Leadclad Wire Company Selected "Neighbor Dave" As It Would a New Salesman

THERE have been periods in the history of advertising when the death rate among trade characters worried certain concerns which were either using one or contemplating the step.

Many such characters made a dramatic entrance upon the advertising stage, performed a few tricks, then were dragged off into the wings with never an encore.

One manufacturer who quietly killed off a well-known trade character after several years of investing much money in advertising him, had this to say in explanation

of his death:

"We picked our trade character by the wrong method. We chose a grotesque drawing of a quaint figure because it was clever. We became tired of his cleverness last year. We have reason to believe our customers became tired of him long before that. We forgot we were hiring a salesman when we adopted our trade character. It is a mistake we won't make again."

That rather sums up the reason for the success or failure of trade characters. The recipe for failure seems to be: rush through, in the glow of enthusiasm, a grotesque little man. Pick the figure because it is amusing and clever. If your name is the Wells Company, maker of wrought iron ingots, adopt the Wellco Kid and let him do clever tricks at your expense for a year or two, then throttle him.

The recipe for success, as in a number of cases where the trade character has helped build sales over a long period of years, seems almost as simple: Pick a trade character as you would a new salesman. Would he, if sent out to call on your customers be welcome? Can and does he talk their language, discuss their problems? How can he be made to work most effectively as an integral part of the sales staff? Could he represent

the firm at a meeting of customers? Is he truly representative of the concern and its policies?

The Leadclad Wire Company, of Moundsville, W. Va., chose its trade character as it would hire a salesman. The company for many years was engaged in the business of producing galvanized roofings largely for the farm trade. After years of this work the company discovered that a thick, heavy coating of pure lead resisted the weather several times longer than the best galvanized roofings it could produce. That was the beginning of Leadclad roofings.

Its contact with farmers con-

Its contact with farmers convinced the company that there was a big potential market for the manufacture and distribution of a wire fence, clad with lead which by resisting the weather would give the buyer longer life than the

ordinary wire fence.

KEEN RIVALRY ENCOUNTERED

There was keen competition in the new field, the company discovered. Large tonnage production turned out fence at a cheaper price than the new Leadclad fence. The problem was to sell the farmer the thought that it would pay him to invest more at the start in his fence so that he would get longer use. Long life and low annual cost instead of low first cost and more frequent replacement were the talking points.

Such a selling job is a task requiring good sense, understanding of the prospect's problems, and a real interest in them. It requires the sort of talk a farmer might have with his neighbor over the gray stone wall separating the two farms. A neighbor was needed, so the company took on as a trade character extraordinary, "Neighbor Dave," and he went to work at once. He was selected as a salesman would be chosen. He could talk the language over the farm

fence, incidentally bringing in the selling points of the fence.

He was given a definite territory and told to make good, just as any other salesman would have to produce to earn his keep. Wallace H. Smith, president of the company, reports on his performance thus:

"Without advertising experience and relying upon originality in make-up, an intimate and quaint style and sincerity, he has aroused wide interest. Neighbor Dave has been reaching the public through The National Stockman and Farmer only and we have used other style advertisements in various farm papers in our territory. Neighbor Dave has more than held his own, at times bringing as many responses as all the others. A noteworthy thing is that the percentage of orders to inquiries is much higher in response to his advertisements, running 17 to 18 per cent better.'

This hard-working trade character who is setting such a pace for the rest of the sales force to follow, talks in a homely, oldfashioned style of which the following is a sample:

"Aunt Patty says th' way they wear their skirts nowadays it's a real blessin' hoops an' bustles ain't

in style. "Speakin' of them takes a fellow

back to old times. Th' good old days when things was made to wear long. Now, take these ordinary fences an' roofs that's made in a hurry. They don't wear long. They're made in a hurry an' wear out th' same way. Leadclad roofs an' fences is made to last. Lead-clad fences got a coatin' that's seven times as heavy as th' coatin' on the ordinary kind, an' th' coatin' is tough, everlasting lead! Old time care is used coatin' th' wire, an' pains is taken to weave it right. Leadclad lawn fence is all hand-An' Leadclad shingles makes one of th' prettiest roofs Fireproof an' you ever saw. lightning proof, too.

"Write me this evening an' I'll send you th' facts about 'Sin and Rust' an' all about Leadclad 13 Special barbed wire. Write me personal so I can look after you."

Dave is not merely an identifica-

tion tag for advertising copy. He personally answers each letter in queer, old-fashioned script. In one he sent the present writer he says, "Farmer needs more help, toowhat with th' garages, fillin' stations, an' saxophone orchestras-most o' th' boys is workin' in town.

"Ain't hardly anybody to put up fence an' dig post holes but Dad. So he needs good fence, an' posts you can drive instead o' th' kind you have to dig out for.

"I been hearin' from th' folks right along, dull times an' all.

Been a lot o' folks out to get their money, an' they been stung so often they're bargain-shy.

'Cheap no 'count goods been unloaded on 'em so often, 'till he don't hardly know where to put his trust. Better to spend a dollar for something that'll last oldfashioned, than to waste six bits on wear-out-quick stuff.

"An' so I tell 'em.'

Then he ends by asking, "You know where I can buy me a typewriter that'll write so they'll know it's me?"

On each page of the letter the picture of Neighbor Dave appears as though it had been sketched in ink by the speaker himself.

Thus Dave makes himself useful in following up inquiries, making suggestions about the product's use and actually closing sales by cor-

respondence. He offers a good example of a trade character who was picked because he was needed, not just because he was clever. hired him as a salesman, the company gives him an opportunity to make good on a territory and also to make himself generally useful. He is representative of the product and talks naturally about problems his customers face. That is why he is making good and why he is likely to live much longer than the average trade character.

A. D. Grose with Employers' Liability

Arthur D. Grose has been appointed superintendent of the publicity department of the Employers' Liability Assurance Corporation, Ltd., Boston. He was formerly with the John Buchanan Advertising Agency, also of Boston. 26

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K N O W N M E R I T



SARAH FIELD SPLINT

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A Survey of New England's Community Advertising

Results Are to Be Made the Basis of a Plan to Co-ordinate the Work of Five Northeastern States in a Manner Which Will Tend to Advance New England as a Whole

A ROCK-BOTTOM minimum of \$294,000 will be spent in the various community advertising campaigns which are being conducted by New England interests during the present year. This figure is arrived at as the result of a survey which has just been completed by the recreational resources committee of the New England Council.

Community advertising has swept so rapidly over the various New England States that little has been known by one State of what its neighbors are doing. It is the purpose of this survey to compile this information in order that these collective activities may be made productive of the greatest possible effectiveness for New England as a whole.

The committee limited its survey only to the programs of States, towns and non-profit organizations. A summary of its findings lists the following State, municipal and private subscription funds:

Maine:	
State	. \$25,000
227 Towns	
Publicity Bureau	. 35,000
New Hampshire:	
State	. 25,000
Private Subscription	. 50,000
Vermont:	
State	. 10,000
Private Subscription	. 25,000
Massachusetts:	
Gloucester	. 17,000
Plymouth	
Cape Cod Towns	
Berkshire Towns	
New Bedford	. 5,000
Rhode Island:	
Newport	. 12,000
Westerly	. 12,000
Total	.\$294,000

In addition to compiling information on appropriations, the survey gathered opinions as to the results produced by previous adver-

tising. The one town, for instance. that voted an appropriation up to the limit allowed by the Maine statute estimates that its receipts on summer business last year amounted to \$336,000, or more than half its assessed valuation. The Maine organizations, it is stated. feel that results have more than justified what has been done. In 1924, it is estimated that 700,000 people visited the State; in 1925 the number increased to 1,000,000. and, up to June 1, of this year, 50 per cent more inquiries have been received from outside the State than by the same date last year.

Thirty-two towns in Western Massachusetts are organized under the name of the Berkshire Hills Conference. A fund of \$30,000 has been raised, \$20,000 of which is to be spent in newspaper advertising. The first two weeks of advertising brought inquiries at the rate of over 100 a day.

One point brought out by the survey refers to the effect of community advertising as a stimulant to other advertising interests. The committee has found repeatedly that wherever a community has the initiative to undertake one of these campaigns, it creates a situation that makes it attractive for transportation and other interests to increase their expenditures for advertising and service.

Most of the States and communities of New England, the report shows, are placing their advertising through advertising agencies. Practically all of them are taking space in newspapers in the same territory, which is roughly described as lying between the cities of New York, Philadelphia, Washington, St. Louis and Chicago, while some campaigns are appearing in Boston, Atlanta, Kansas City and Eastern Canada.

Newspaper Representatives Hold Golf Tournament

The Newspaper Representatives Association of Chicago held its second annual golf tournament at the Wilmette Golf Club last week. Among those who won prizes were Glen Clarke, of F. E. Crawford, who had low gross, and George Noee, of Cone, Rothenburg & Noee, Inc., who had low net. A prize for low putts went to Clarence Wallis.

to

Clear Eyes and The Cream of Coverage

There is a vast difference between quality circulation and class circulation.

Class circulation, we gather from common usage, means the blue bloods, blue stockings and the upper Dun-and-Bradstreets.

Quality circulation means the pace-setters, the live ones everywhere. Cabots and Clanceys. Senators and sophomores alike.

The clear-eyed and forward-looking. They know no class; they are in all classes, and the best advertiser is he who seeks them out and wins their favor.

ale ale ale

When your advertisement appears in The

Dallas News it reaches practically all of the alert people in one of America's best and most responsive markets.

Readers of The News are the sort of people who influence, either deliberately or unconsciously, the rest of the people.

That's why The News is equal to any advertising job in the Dallas market—The News alone.

Most national advertisers know this. An overwhelming majority of them select The News.

Both in national volume and in gains this famous old newspaper stands alone in its field.

Dallas is the door to Texas
The News is the key to Dallas

The Pallas Morning News

The assets of greatest value in a business cannot easily be weighed and measured. Good Housekeeping's hidden assets of Good Will cannot be exactly determined. How, then, can they be

judged?

HiddenAs

How can the hidd assets of a magazi be judged?

N object of paper and in out one is A consisting of text and illu trations, mailed to subscribe or offered for sale at newsstand -how can you judge offhan the difference between this mag thich gr azine and another?

The element of greatest valuad supp in a magazine is, after all, on the that that remains unseen. The Goo lork to Will that a magazine enjoy ficient cannot be inspected on th newsstand. It is an intangible fact and therefore most difficil to judge.

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GOOD WILL

and in but one indication of that Good and illu will is the experience of adversorible sers. The medium which has sostand goved most efficient for their offhan upose is naturally the one of is may hich greatest use is made.

tis to be expected that adversers of Household Equipment to valuate disupplies, for example, would ll, on the that magazine the most Good ork to do which is most enjoy ficient in serving their needs. In the day an expectation is fulfilled mong the six leading women's ugazines, during 1925, Good

Housekeeping carried 193 Household Equipment and Supply accounts; the second magazine, 80. Good Housekeeping carried 91 such accounts exclusively; the second magazine, 3. Good Housekeeping had 434¾ pages of such advertising; the second magazine had 267.

But the most convincing test—the most reliable way to reveal these hidden assets of Good Will—is to ask some woman whose opinion you value, "What good does Good House-keeping do you?"

GOOD HOUSEKEEPING

HICAGO

NEW YORK

BOSTON

This is the third in a series.

Why Buy Space in Des Moines at 35c when You Can Buy Coverage at 14c ?

The Des Moines market is comprised of alert, wide-awake, intelligent people who can and do comprehend the printed word when it appears in The Capital.

Why then pay 150% more to hammer home your message to the same market through the competing double-header?

No combination of Des Moines newspapers can deliver more than the Des Moines market.

The Des Moines Capital

LAFAYETTE YOUNG, Publisher

O'MARA & ORMSBEE, INC., Special Representatives
NEW YORK CHICAGO SAN FRANCISCO DETROIT

How Can a Sales Correspondent Make Friends by Mail?

Some Incidents Showing How Correspondents Have First Made Friends and Then Made Sales

By Jesse Calvin

NOW and then one finds in the morning's mail a letter which seems to stand out from the common lot of those soliciting business. Unless one gives special thought to it, it simply seems to be a letter with an unusual appeal. It seems to dig right in and make us want the thing it is talking about. If we give it a little consideration from the technical standpoint of letter writing, we notice at once that it has the ability to put itself in our place and it seems to see the thing as we see it. Plainly, it is the work of a man who knows our needs and our likes and dislikes and undertakes to show us that his commodity will "fill the bill." Such a letter seems to be a very easy and natural thing to write. It appears, at first glance, that it was just "dashed off." And therein lies the delicate artistry of the epistle.

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Of course, as one such letter writer once said to me: "It takes me just a few minutes actually to dictate one of these letters, but it took me many years to collect the information and to have the experience which goes into each let-

This man was dealing in cream separators which he sold to dairymen in a Western market. There were several other cream separators in his market which were just as high in quality. And there were several others which were lower in price. But none of the other separators had the advantage of being pushed by a man who combined the ability to use a separator with the ability to tell about it. And so this individual got his full share of the business.

One thing about his letters is interesting and that is their length. This man used to get out letters, when I knew him, which ran as high as seven pages. This was contrary to all the law and the gospel of letter writing. It flew in the face of all the text books. Advertising men used to view them with horror. One time an advertising man did get this separator man to agree to try out a short letter which the former developed. It was the separator man's own letter nicely boiled down. It was faithfully tried out, but it did not bring results. The seven-page letter followed and brought in its usual volume of business.

"It takes me seven pages to tell a dairyman about this separator and why he wants it," said the writer of the long letter. "I can fill those seven pages full of mighty good reading for the man who wants a separator. Buying a separator is a serious thing. The dairyman knows it. I know about it because I spent many years turning one and I know what to look for and what not to look for—and what to look out for. I think a separator is the most interesting and most human machine in the world. It can be honest and decent and friendly just like a human. And it can be deceitful and unfaithful and dishonest in a way that would make a crook blush with envy. Nobody knows these things who has not lived for years with separators."

HE KNEW HIS SUBJECT

And so on and on. One could sit for hours and listen to this man talk separators. It was no wonder prospective purchasers would sit absorbed for a half hour and longer, reading one of his letters.

I have always been sorry that John Gorman abandoned written selling for personal selling, because while he is no doubt a great per-

sonal salesman, he is only one of many fine personal salesmen. But as a letter writing salesman he is one in the proverbial million. John Gorman can take as unholy and low-down a thing as a stump puller and throw a glamor around it which really makes one itch to get out and pull stumps. And in all fairness to stump pullers of all makes and varieties, there is nothing gentle and friendly about a stump puller. A stump puller is a brutal thing, both to the stump and to the man who handles it. But Gorman could make it a true philanthropist-clearing land and preparing the soil for crops and all that sort of thing. And as one read his letter about the stump puller, it was not hard to understand why men sent their orders. Gorman could do the same thing with a drag saw. But then, he knew that drag saw from one end to another. In fact, he had designed and built most of it and knew that it was the very thing which a man ought to have who had logs to saw. And Gorman could tell why in his letters.

NOT MASTERPIECES OF ENGLISH

None of these letters that sold separators and stump pullers and drag saws was a masterpiece of English literature. In fact, many a student of the English language would have squirmed had he read them. But these letters were not put together to get a master's degree in English. They were talks about machinery to men who needed a piece of machinery. And the outstanding element of those letters was that they were written by men who had two things in their favor-they knew what the prospective buyer wanted and why he wanted it and they knew wherein their machines filled the bill a little better than anything else. not only knew these things but believed them and their letters had that something called "sincerity, without which the letters wouldn't pull.

That thing we call "sincerity" seems to be the fourth dimension of letter writing. But it is an elusive thing to lay hold of. In

fact, it is questionable whether one can go out cold-bloodedly and lay hold of it. One cannot write a series of letters which fail to get the business, be told that they lack sincerity and then make up one's mind that the next batch will contain a good dose of sincerity. Sincerity in letters comes about through another process. For instance:

In the sales department of a New York manufacturer, selling nationally, a young man got a job as stenographer. In time he became more than a stenographer and was called a correspondent. One day the crabby, laconic old codger who for years had written letters pulling in orders from dealers the salesmen missed, quit his job. So, with him out of the way, the sales manager decided it was time to have sales letters written by a man who could write in pure English. So the stenographer and correspondent was promoted to the job of sales correspondent. work consisted of going through the records and writing personal letters to buyers who were due for an order. It was an interesting and important job. The whole country was his territory. Orders could be traced directly to those letters. The crabby, old codger had done very well indeed, but of course that was largely due to the fact that over many years he had established real friendships and a real following. But for that reason he had probably not been as diligent as he might have beendepending too much on personal friendship. Then, too, as the sales manager explained, the old chap used to be a retail storekeeper in his younger days and many of the dealers who sent him mail orders were probably sort of sorry for him. All that was well enough, but modern business demanded efficiency of a higher order and business secured on the merit of the line and not on the personal equation.

So the efficient young stenographer correspondent took over the work. Within a week ten times as many letters were sent out as formerly. The country was **SPITTING** in Public Conveyances is prohibited by law.

SMOKING in Cars or on Car Platforms is not allowed.

PASSENGERS are requested to keep their feet off car seats.

Chicago Rapid Transit Company

If

this 6"x 11" sign, displayed continuously, was able to reform the habits of car riders.

Isn't it fair

to assume that a 16"x

24" Chicago Elevated car card will form or re-form the buying habit for your product?





CHICAGO ELEVATED ADVERTISING CO.

509 South Franklin Street Chicago, Ill.

Ju

properly covered and several competent young women were put to work checking over the order cards. There was real modern push and energy to the department and everything appeared fine except the orders did not come in in response to the well-written letters.

One day the sales manager, puzzling over the lack of results from this department, spent an evening at the home of his friend, Gerber, who syndicates masses of literary efforts and has an uncanny sense of values in On the wall of Tom words. Gerber's living-room there hung a framed motto card which read, "Words, Words, Words." there was the solution to his problem. It brought to mind the way the old colored man described a certain young lawyer: "He talks a mouthful but don't say nuthin'."

But, as a matter of fact, how could this hard working young stenographer correspondent say anything? How did he know what to talk about? He couldn't even talk the business language of the storekeepers around the country. Their daily problems meant nothing to him because he did not

know they existed. All this was several years ago. The stenographer correspondent was sent on the road. He worked the small-town territory. He came to know the retailer and his needs. Then the time came, not long ago, when he came back to the office. And then his letters began to pull results. He knew his retailer. He could talk his language. Also, he came to have a profound respect for the crabby old codger who preceded him and for the letters which he sent out. The old files were brought out and the rare excellence of those old letters was adapted and made to bear fruit again.

The man who can sit at a desk and bring in thousands of dollars worth of business is an unusual genius. He must be more than a letter writer. He must be a salesman as well. He must be more than a salesman. He must be able to say things on paper. It is an unusual combination. It is something which should be more thor-

oughly valued and which should carry a compensation commensurate with its value so that it could command the interest it deserves from men who could fit themselves for the work.

The essence of good sales correspondence is the ability to make "personal" acquaintances by mail, Not many people can do that. When a house has among its salesmen a man who can sell goods verbally and who has a wealth of dealer understanding and sympathy and who at the same time has the ability to put his talk on paper, that house has a gold mine. Such a man may well be promoted to the highly important position of sales correspondent and his helpers and assistants may well be men brought in off the road to try their hand at the same work. It is an method of selling economical which, in the hands of men who have vision and imagination can produce real profits. vision and imagination because the men holding the job must be able to carry all the time a true picture of things as they are with the men with whom they correspond.

Just by way of a postscript, I have in mind one really outstanding sales correspondent who every so often gets out on the road for a few weeks to "keep his batteries charged" as he puts it.

New Piston Ring to Be Advertised

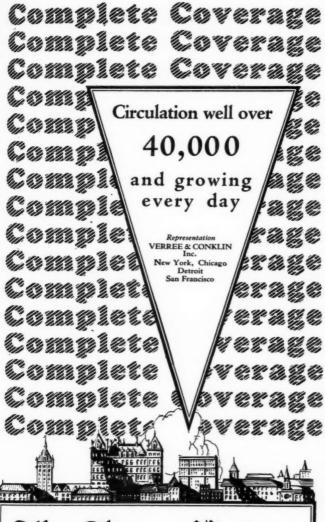
The Pennsylvania Piston Ring Company, Cleveland, is about to start a campaign in automotive trade journals and by direct mail, on a new product, the "Sec-Shon Pack" piston ring. The ring is made in sections instead of in one piece. Oliver M. Byerly, Cleveland advertising agent, has been appointed to direct this campaign.

Francis J. McManus, Jr., Dead

Francis J. McManus, Jr., Philadelphia, head of a printing and lithographing company bearing his name, died at that city recently. Mr. McManus founded his company in 1870.

Join Philadelphia Advertising Company

Frank R. Ewing and Howard T. Biddle have joined the sales staff of the Philadelphia Advertising Company, car card advertising, Philadelphia.



The Times-Union

Albany ~ New York

So GREATLY is The New Yorker's circulation—now exceeding 45,000 copies—concentrated in New York—that its sales represent to New York newsdealers a franchise exceeded in value by only three other magazines.

The NFW YORKER

25 West 45th Street, New York

Sixteen advertisers of passenger cars have contracted for publication in the last six months of 1926 157 pages of advertising—a volume exceeded in the corresponding period of last year by only one other magazine.

The

NEW YORKER

25 West 45th Street, New York

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During January, February, March, April and May, 1926 The Syracuse Herald published

45%

of all display advertising carried in the three Syracuse, N. Y., newspapers. Second paper published 28 per cent and third paper 27 per cent.

The following lineage figures for the first five months of 1926 show the Herald's overwhelming lead—

TOTAL ADVERTISING

HERALD **JOURNAL** POST-STANDARD 4.919.684 lines 2.840,278 lines 3.041.843 lines

> Herald led Journal by 2,079,406 lines Herald led Post-Standard by 1,877,841 lines

Included in the above total the three papers carried the following amount of advertising:

AUTOMOTIVE ADVERTISING

	AU	TOMOTIVE AL	VERIIS	ING	
HERALD		JOURNAL		POST-STANDARD	
542,472	lines	373,905	lines	457,303	lines
		FOOD ADVER	TISING		
254,611	44	204,050	**	117,257	8.6.
		DEPARTMENT	STORE		
1,056,853	66	25,606	**	534,562	**
		MEN'S WE	AR		
313,761	66	281,302	**	183,162	8.6
		WOMEN'S W	EAR		
415,212	46	230,818	**	134,015	6.6
		RADIO			
82,600	64	31,423	4.6	48,559	4.6
		ROTOGRAV	URE		
76,293	66			24,122	4.6

SYRACUSE HERALD

SYRACUSE, N. Y.

E. A. O'Hara, Publisher

Geo. N. Graham, Adv. Mgr.

National Representatives

PRUDDEN. KING & PRUDDEN, Inc. Globe Building

270 Madison Avenue New York 507 Montgomery St.

Steger Building Chicago

San Francisco, California Seattle, Washington

Leary Building

Chamber of Commerce Bldg. Los Angeles, California

Everwear Shows Its Dealers How to Fight Competition

How the Everwear Hosiery Company Is Helping Its Retailers Meet the Rivalry of House-to-House Salesmen

By Ralph Crothers

MANY retailers have been in the habit of thinking that the only way to meet mail-order, chainstore, house-to-house or any other sort of outside competition is by legislation. It was only a year ago that the United States Circuit

Court of Appeals decided in favor of a big concern selling through house-to-house canvassers against a city which had attempted to tax its salesmen out of business.

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It has been proved in the history of business that advertising is a far more logical and effective way of meeting competition than through restrictive legislation. sorts of new plans must plead their case before the final bar of public opinion. Legislation can never kill a new idea if it is sound. If the idea is not sound, the quickest way to show it up is to put the matter up to the consumer.

Many industries have been hit by house-to-house selling. It is a matter of common knowledge that hosiery manufacturers selling through jobbers and retail stores

have been up against the strongest sort of competition from other manufacturers selling from houseto-house. In order to meet this competition, one hosiery manufacturer has just put out a plan which for boldness and originality is almost unique in the annals of merchandising. This recent plan of the Everwear Hosiery Company, of Milwaukee, in having its dealers meet canvasser competition by an unusual challenge plan, is one which is being watched with interest by manufacturers in many other lines



No Store With a Complete Stock Need Fear Competition From Peddlers

S1 MMI R, when outdoor life calls for fite most hissiery, is here. Summers when their weather en entrages peddler to work hardest ringing door fiells. Merchants exercishere are keenly interested in ways and means of meeting house-to-busine competition. From Inching the means of meeting house-to-busine competition.

all America camic a flood of requesttor the Evenwar Plan for defeating the peddler as offered in the June magazines. Let us again repeat—the basis of ans

peatedly that peddler competition stiffest where retail stocks are scanties. The new Exerwear numbers offer you something in colors and ideas a most without equal.

cou something in colors and ideas almost without equal.

Unbeatable popular priced hosiers in all grades is being produced by Everweat this season. Knitted in dalight factories where honest weaving

Send now for a trial order of Everwear Judge and compare it with the lines you carry. The merchandise is its own best salesman.

THE EVERWEAR HOSIERY CO., Milestoller, U.S. A.



BUSINESS-PAPER COPY IS USED TO ACQUAINT DEALERS WITH THE PLAN OF MEETING HOUSE-TO-HOUSE COMPETITION

whose retailers are up against the same sort of local competition. The Everwear idea, in brief, consists of a carefully worked out plan by which the retail store owner is persuaded to give the house-to-house canvasser counter room in the dealer's store and let the canvasser sell the customers who come into

the store if he can, side by side with the retailer's own salesman in the hosiery department.

After a country-wide study of house-to-house canvassers in the hosiery field, the company came to the conclusion that selling stunts were the outstanding elements in the canvasser's success. As the company puts it: "In stunts, which dazzle the eyes like fireworks, lie the secret of the pedler's successes. A dapper young man ripping a file through a stocking or dragging a heavy piece of furniture around by means of hosiery is astonishing to the housewife."

The plan as finally worked out is based upon the idea that if, in the store, the customer was allowed to examine hosiery and buy because of the quality, texture and color, she would be far more likely to buy from the merchant's regular stock than from the goods offered The dealer is by the canvasser. urged to pit his varieties, colors, quality and deliveries against the varieties, colors, quality and deliveries of the canvasser. dealer is furnished a piece of startling copy to run in his local newspaper which, in bold face type, offers an invitation to all the doorto-door vendors of hosiery. The copy states:

This store will give you space in its nis store will give you space in its hosiery department for one full day any day this week provided you agree to certain rules of "fair play" in selling. Merely let us know twenty-four hours ahead what day you choose and we will make arrangements to accommediate you.

make arrangements to accommodate you.

We believe that we carry one of the
most diversified stocks of hosiery ever

than we are. There is no trick up our sleeves. will meet you in fair competition.
We cannot of course vouch for you

to our customers nor can we handle your financial transactions and delivery. But at no cost to you we will bring

more prospective customers to you here more prospective customers to you nere in our store in an hour than you could possibly call on in a day. You are at liberty to sell anyone who is willing to buy from you.

We insist however that you represent a firm actually engaged in the manufacture of hosiery and that you conduct

facture of hosiery and that you conduct

your business in our store in an orderly manner without resorting to misrepresentations or exaggerations.

sign which the retailer is urged to hang up in his store as soon as he has run this challenge piece of advertising in his local newspaper, emphasizes the ten rules which are to govern the sales contest between the canvasser and These ten rules are as the store. follows:

1. A cash bond of \$500 must be deposited by the canvasser with the mayor of the city or president of the Chamber of Commerce with conditions satisfactory to either or This is to insure his compliance with the accepted rules of selling, and to give him responsibility in some proportion to the local merchant.

2. The canvasser must display and offer for sale actual hosiery such as he customarily offers for sale from door to door, and must be in a position to deliver over the counter the hosiery he offers for sale,

3. Both merchant and canvasser must sell at their regular prices.

4. Both merchant and canvasser must offer only their, regular stocks. Special numbers added for this occasion, would make the contest unfair, and will not be permitted.

5. The stock offered for display by the canvasser must be actual hosiery such as he carries in his house-to-house soliciting, ready to wear, and sample of textures and colors on cardboard shall not be considered as stock.

6. Counter space will be furnished by the merchant adjoining No trick his hosiery department. feature to gain attention at the expense of the merchandise is to be permitted. This contest is for the purpose of permitting the public to be its own judge on the basis of merchandise alone.

7. The canvasser must agree to observe the store's rules.

8. Demonstrations, lectures, stunts cannot be permitted, either by merchant or canvasser. Again we repeat this is to be an opportunity for the public to judge hosiery by its own values, and anyWashington, D. C.,

in the United States,

buys advertised goods.

NINTH city

of 527,880.

has a population

This population

Hearst circulation,

The Times, evening,

The Herald, morning,

is 108,312 net daily.

Hearst circulation

full coverage

in Washington.

But full coverage

does NOT provide

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1926

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cannot be obtained WITHOUT

Hearst circulation.

Hobson, New York; Crawford, Chicago; Franklin Pay

July

thing that distracts attention cannot be allowed.

9. In case of any violation of the above rules, the merchant in whose store the contest is taking place may close the selling of the canvasser. In view of his greater investment, responsibility and permanence in the community it is deemed fair that the merchant shall have this privilege.

10. The merchant in whose store the contest takes place undertakes no responsibility for the canvasser's merchandise. He shall have the privilege of posting a notice to inform customers in the store of this fact.

The company advertised the outline of this plan in a list of publications read by retailers and as soon as the retailer indicated his willingness to hear more about it, the company sent him complete plans in detail as to how the contest was to be staged and conducted. "All the world likes to see a contest," the company tells its dealers. "Here is something decisive and the public will be the judge. Its unusualness will stir up talk among the women of the neighborhood as nothing else can. It will cause them to realize that their own local hosiery store must be able to give them price, quality and instant delivery.'

The whole object of the Everwear plan is, of course, to restore confidence in the minds of both consumer and retailer. A bold defiance to the traveling canvassers acts much in the manner of the trip down into the dark cellar to investigate by the woman who has heard a noise. Having defied the whole tribe of canvassers by his ringing advertising challenge in the newspaper, the dealer is likely to feel pretty set up. He finds no line of house-to-house hosiery salesmen waiting at his store the next morning to sell under the conditions he has named, with their limited stock and variety as against the retailer's full stock; and his waning confidence comes back with a rush.

The consumer who sees her local retailer adopting so brave a course feels that he has just about as

good merchandise as a man she doesn't know, so she presumably does her shopping that day and thereafter at the store instead of at the front door.

The plan also seems to be well designed to overcome the modern tendency of hand-to-mouth buying with its resultant slim stock. No retailer would care to issue this challenge unless he was well stocked with sizes, colors and styles. This phase of the plan is being emphasized by the company in its midsummer advertising to retailers. The company says:

Summer, when outdoor life calls for the most hosiery, is here. Summer when fine weather encourages pedlers to work

hardest ringing door bells.

Let us again repeat—the basis of any

successful operation is to have a com-plete stock yourself.

Now is the time to keep your Ever-wear line up to the minute in sizes, colors, and values, and the battle is half won. Investigations show repeatedly that pedler competition is stiffest where retail stocks are scantiest.

The company reports that the new plan has led to a veritable flood of requests from dealers for the Everwear challenge plan since its first announcement in June trade publications. It has given the sales force a new talking point which has received a careful hearing from retailers, who are always interested in knowing of plans designed to help them meet an important and pressing problem.

Up to the time of writing, there has been no rush of canvassers to stage the selling contest in retail stores. Perhaps they are too busy ringing doorbells. In any event, the challenge plan will bear watching and the Everwear company has received many congratulatory messages on its boldness and originality.

Eastern Representative for Western Radio Trades

A. H. Greener has been appointed Radio Trades, Los Angeles and San Francisco. His headquarters will be at New York and he will cover all territory east of Pittsburgh including New

Western Radio Trades was purchased recently by Byam & Irwin from the Western Radio Publishing Company.

1926

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Announcing COLOR PAGES

in

SATURDAY HOME MAGAZINE

THE CALL

THE

San Francisco's Leading Evening Newspaper

CALL

SEND FOR THESE COLOR

of
Full Color
are now
A vailable
in the
SATURDAY
HOME
MAGAZINE

San Francisco's Leading Evening Newspaper

Representatives

NEW YORK H. W. Moloney 604 Times Building CHICAGO John H. Lederer 910 Hearst Building 026

PAGE RATES

San Francisco's Leading Evening Newspaper

AGE advertisements which are alive in the radiant beauty of full color are now available in The Call's Saturday Home Magazine section.

In addition to their sheer beauty, there is a greater value to these color pages. They combine the quick responsiveness of newspaper advertising, the dominant circulation of The Call and the strong appeal of color display.

Typical of its leadership, The Call is the first evening newspaper to offer advertisers this excellent coverage of the San Francisco market, with full color pages.

Write to the National department of The Call or the nearest representative for color page rates



Charles Summers Young
Publisher

LOS ANGELES
Karl J. Shull
Transportation Building

FIRST IN DAILY (6 Day) DISPLAY ADVERTISING

MAGAZINE ADVERTISERS

HE combined circulation of several national magazines could not bring your color advertising into as many San Francisco homes as you reach with color pages in The Call.

Investigate The Call's color page rates. You will be interested to learn how much lower they are than magazine color display.

CIRCULATION IN EXCESS OF 100,000

How We Get Specialty Salesmen to Give Us Their Best

Right Incentives Rightly Applied Will Induce Salesmen to Do More Than Sell Merchandise

By a Branch Manager

THERE is a tradition in our branch that no salesman has arrived as a "regular" until he has trained at least two less experienced men to do an ablebodied, finished job of selling. We have no written rule to that effect. It is simply an understanding. Our men regard it as a hurdle to be cleared before they can look for promotion of any kind, and most of them are strongly in favor of keeping up the custom.

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It would be hard to over-estimate the value of this tradition to our business. Almost every department feels its wholesome influence. It lightens some of my load as branch manager with a dozen populous counties to supervise. It develops men and consequently builds sales.

We sell an electric household appliance through retail stores and house-to-house salesmen working on commission. Whenever possible, our retail outlet is the department store where we have a small counter or booth operated by our own men. They sell inside the store and follow up leads outside that originate in the store. Our men are specialty salesmen, the greatest optimists and the most ardent searchers in the world for something that sells easily and pays big.

The rate of turnover in our sales force is high. Specialty men are the nomads of selling. Jobs that pay on commission are always easy to get and they know it. The man who is discouraged or disgruntled can always jump into something else. So it is easy to understand why we are constantly on the watch for the man who will assume responsibilities and grow with us into a managership or some executive post.

The effect of acting as an instructor on the experienced man who knows how to sell can be seen readily. Every time he teaches a cub to handle a tough situation he gains a more complete mastery of such a situation for himself and increases his own ability. Furthermore, before long he begins to appreciate that the burdens of management in our business are a heavier load than he has realized. He likes authority. When the time comes to advance him to some position of greater authority, he is better prepared to meet the new responsibilities that go along with that position. His chances of making good are better.

If he falls down, we let someone else have a try at the job. In our business, we have to pay a man for results, not effort. But we don't want him to fall down. We like to see him get ahead for his own benefit. The sales growth of the company is no more than the success of the individual, ampli-We want to see him make good because he stimulates every other salesman, who knows him, to work harder and get the same chance. Incentives are a big thing in any business but no incentive counts for more with the specialty man than seeing Bill Brown, with whom he used to work, running his own branch office and doing a good job.

SALESMEN ARE POOR EXECUTIVES

Ninety-nine times out of a hundred a good manager of salesmen can get out in a territory and sell goods himself. Unfortunately the converse is not true. The man who can earn a good commission check week after week as a salesman won't always prove to be a good manager. Three out of four times, we have found, he will fizzle. He will go to seed on minor details, running up overhead on his office or failing to get the same standard

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of work from his men that he would exact from himself. In a big majority of cases the good salesman won't click as an execu-

In our territory there are about sixty retail selling centres, that is, stores where we have men or depots out of which house-to-house men work. As a rule from four to six men operate from a selling centre, one of whom acts as superdepartment manager. visor or Some months ago the reports required from these department managers began to come into headquarters on anything but schedule. That made our office clerks work overtime and boosted our office overhead or cost of operating. The average salesman never stops to realize what a little carelessness on his part may mean.

Some stimulant to better department supervision was evidently long overdue. Accordingly the company conducted a three months' Good Management contest. We offered five cash prizes. A thousand points was treated as a perfect score. Ten demerits were deducted for each inventory mistake made by the department manager in his inventory and other reports. Ten demerits went down opposite his name every time that a semiweekly report came into my office after a certain deadline. The failure of a department manager to have his monthly progress sheet in my office by the third of each month brought him a fifty point demerit. Lack of attention to a number of other details, all vital to the orderly and economical conduct of our business, carried other penalties. So much for paper work. To insure department managers keeping after sales we stipulated that no department could be awarded a prize unless it was in the 100 per cent quota class when the contest closed.

Three months, I am now convinced, is too long a period of time for such a contest as this to cover. Interest in this Good Management contest flagged at the end of the second month. However, it must not be concluded from that admission that we did not benefit. Re-

ports began to come into the office on time. They were correct and complete. Our branch office force did not have to work overtime to digest them and then forward them to our home office late. Nor were we slowed down waiting for omissions. On credit data which we must have on every instalment order we had a tremendous improvement. Salesmen hate to ask questions necessary to establish the purchaser's credit but in this conthe department managers taught their own men to get this information better than we had ever had it before.

RESULTS OF THE CONTEST

The contest proved that the best managed departments invariably will lead in sales performance. In one department with only a fair rating in the contest the men got nineteen and one-third interviews a day. They were able to make one demonstration for each twelve interviews obtained. For every three demonstrations they succeeded in getting the prospect to make a three-day trial, selling sixty-five machines to eighty-one people who had made a trial. The men in this department averaged 11.1 sales per month, Another department where the men worked on a straight house-to-house basis won one of the cash prizes. These men averaged twenty-three interviews each working day. They made a demonstration for each 10.9 interviews. It took 2.2 demonstrations to get the prospect to make a trial and 1.8 machines on trial to produce a sale. The average sales per man per month were 15.4. No loafing in that department.

The Good Management contest made our department managers think about matters that had received scant attention from them before, in spite of anything that we had done in the past. found out what it takes to make sales and what it takes to keep the machinery back of the salesman running smoothly. I have been told that the efficiency of an army is really measured by the efficiency of its non-commissioned officers. In our own case we have learned

that sales efficiency is measured by our corporals and sergeants, our department and district managers They have the and supervisors. most frequent and most direct contact with the new and untrained They know selling as it is actually done. Our job is to teach them something about the administration of sales activities and the things that make for the easier handling of men. Few men come into responsible offices in our company from the outside. We believe in moving men up from the ranks just as fast as we can make opportunities for them.

Last year I sent eight or ten of my best men to other posts either at our home office or in charge of other branches. Yet sales in my branch for the first five months of this year are 48 per cent ahead of 1925, when we beat quota by a

good margin.

That verifies to me at least, a theory I have long had concerning the handling of salesmen, specialty salesmen in particular. Don't be afraid of ruining a good sales force by promoting men. many branch managers hate to see their good men get away from them. They are afraid the branch organization will be handicapped and their own chances of breaking records minimized. That is not the way most resourceful men look at their problems. It savors of the ultra conservative, unenthusiastic viewpoint. Putting the welfare of the part before that of the whole isn't the spirit that builds up man power and hence selling power in an organization.

Every time I can promote a man out of our branch into a better job I try to capitalize the move. We feature his advancement in our branch house organ which we get out on a copying machine each week. We pile on the glory pretty thick in our sales meetings and give the man a good sendoff. My purpose is to use every promotion as a stimulant to the 250 other men in our branch. I count on it as one of the most productive means at my disposal to make them all work harder and earn more for themselves and for the company.

Regardless of the good men whom we lose through promotion I feel that we will keep on growing, if we keep working intelligently.

Suppose we should slump this year after helping eight of last year's organization to get ahead to better posts with the company. Those eight men are watching us this year to see what will happen. If we fail to produce, they as branch managers will refuse to follow my practice with their own organizations. They will make it difficult for their good men to advance. They will conclude that a policy of frequent promotions will their particular branches. That is why we must keep marching ahead, as we have in the first five months of this year. sales increase so far indicates that the value of promotions as a stimulant to better performance outruns the losses of key men to this branch.

The man in charge of specialty salesmen or of any kind of salesmen must know what incentives will keep his men working to beat quota. There isn't a month of the year when we don't have some sort of contest under way, offering cash, merchandise and free trips as prizes. We are constantly trying to make our salesmen and the non-commissioned officers in our organization see opportunity for advancement as certain if they will work with us to create it. When a man shows that he can handle increased responsibilities, give them to him.

THE ADVANTAGES OF A TITLE

In several years as manager of a growing branch I have proved to myself and to my superiors that a man with a title tacked on to his name works harder. He feels that he is on the way to bigger things. There are about 250 men working in this branch. More than a third of them have titles of some sort. A woman likes to be able to say to her neighbors, "My husband is assistant department manager with the Blank Company" or "Mr. Jones is supervisor." Sales managers can well afford to recognize that condition. It's human and it's going to exist so long as we have women.

The successful conduct of our business or of any business selling through specialty men inevitably boils down to the man in charge of a small group of salesmen. He is the pivotal man under whose supervision raw material is turned into men who can sell. Likewise he is the company's primary source of future managing material. It is a serious mistake not to let him grow. Give him authority and hold him strictly responsible for results, is our rule. Let him understand that he must step down, if he doesn't produce. Don't be afraid to promote him. You won't ruin your organization. His advancement and his success, provided he makes good, will prove an incentive to the other men in the organization, far outweighing his loss. If he fails, as he will many times, the opportunity to promote another promising man arises. In either event the incentive to better performance on the part of other men on the force has lost none of its magnetism.

As the Radio Fan Sees It

By E. C. Barroll

R ADIO advertising may make me remember the name of a product, but it doesn't make me buy it.

And somehow I'm old-fashioned enough to believe that to accomplish sales is one end—if not the chief end—of advertising, costing somebody money.

Magazine advertising sold me the Radiola 28 with which I'm regaled, nightly, by the veiled, indirect, gently insinuating references of the announcers to the matter of who is "paying the freight."

The announcer sells me his personality and suavity, effectually. I like him immensely. I enjoy the programs and sit up till an ungodly hour to do that. But after all, I'm shaving with Colgate shaving cream, cleansing my teeth with Listerine tooth paste, my hands with Palmolive soap, drinking Canada Dry ginger ale now and

then, and indeed, though I hear a reference literally every night to a well-known make of radio receiver—that is not the kind I have.

Meanwhile, when distributors of unsought, unasked and unwelcome advertising matter come to my home to wish it on me, they find an effectual barrier in the rule that precludes it being dumped at my door in an apartment building. The prejudice that might be so built up in my mind is avoided by advertisers who can't invade my home that way.

But I must listen to this socalled "Advertising" via radio—or else turn the thing off and be deprived of the use of my \$340 investment of hard earned dollars.

There's only one periodical comes to my home that is free. I've tried to stop the darn thing, but still it comes. In it there are advertisements. Curiosity prompts a look now and then. Disgust prompts another look, now and then. Its advertisers have received very little of the money spent for the things we use in our home! I don't care so much, but believe me, my wife does! And she's general manager at our house. Not many purchases over a half-dollar are made that she doesn't have a say-so, and usually her affirmative settles it -buy it or not buy it.

Was the sewing machine, the vacuum cleaner, the toaster, roaster, the piano, the rugs on the floor, the gas range or the refrigerator bought to the tune of "Yes Sir, She's My Baby"? It was not—none of them was bought that way. Every one of them was a concrete answer in dollars and cents to somebody's magazine and newspaper advertising—even the Ra-diola 28 over which one fan that's me-must listen to this nightly waste of somebody's good hard cash for something I have an idea the clever salesman who sells "time" calls advertising - and writes it that way in the contract.

"Manufacturers News" Becomes a Monthly

Beginning with the July issue, Manufacturers News, Chicago, becomes a monthly publication. It has appeared as a weekly for the last fourteen years.

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A Loyal Army of Friendly Customers

A LITTLE journey through typical homes of the people in small towns and country districts would open your eyes to a highly significant condition.

You would find that these people do not buy by impulse, but by the exercise of judgment. You would find that they expect their money's worth and insist on having it; that they buy for quality and not for mere show; and that when they find an article that pleases and satisfies them, they regard it as a family friend and standby, and keep on buying it.

You would find that in these neighborly, friendly sections of our country, word-of-mouth advertising flourishes as nowhere else. That the merits of worthy products are passed along in neighborly gossip—from home to home, farm to farm, village to village. And that the buying habits of one family becomes, in time, the buying habits of a host of friends and relatives.

These folks are not blown hither and you by the winds stirred up by a constant succession of spectacular advertising campaigns. They are not constantly besieged to try new things.

If they like you, they will stick by you. It pays to cultivate them. Their steady patronage means steady profits. Advertise to them through the ONE medium

that they read regularly and thoroughly—The Country Newspaper. Through this medium you can reach them all—a great army of over 9½ million. Or you can cover any State, zone or section you may desire.





Represents 7,213 Country Newspapers-471/2 Million Readers

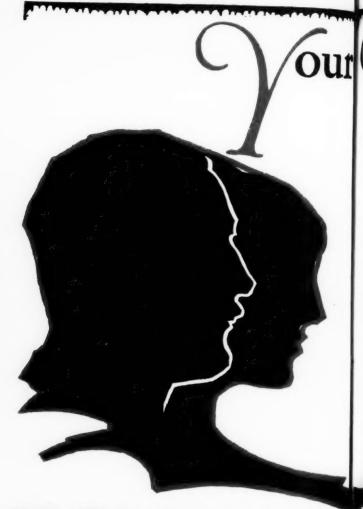
Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue CHICAGO 68 West Adams Avenue

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N.Y. DAILY

J. MORA BOYLE, Advertising Director, 55 Frankfort Street, N.Y.

Business needs Youth

The younger families

Their wants are large and growing. They earn well. They are far more alert and curious toward the advertiser's message—than are the older families. Their buying habits are not yet settled for life.

You can reach them—through the New York Daily Mirror. The Mirror itself has proved what a mighty, responsive force the younger families are. For they have swept the

Mirror past ALL BUT THREE of the 11 other New York daily morning or evening newspapers. Past all but 9 of the 2,000 in the U. S.

Only 2 years old, the Mirror's fast, steady growth has already carried its circulation past 360,000.

The Mirror is a modern pictured newspaper for all the family. It is designed primarily for the younger families.



MIRROR

Western Office, 326 West Madison Street, Chicago, Illinois

Advertising Significance of the Co-operative Marketing Law

Will Probably Lead to Additional Campaigns by Agricultural Co-operatives

Washington Bureau of PRINTERS' INK EARLY passage of the co-operative marketing bill will prove to be a decided advantage to the advertising of various farm products, according to several of the best informed authorities in the government service. This bill was passed by both the House and the Senate late last week. It provides for an appropriation of \$225,-000 to be available for expenditures during the fiscal years of 1926 and 1927, and states that "the appropriation of such additional sums as may be necessary thereafter for carrying out the purpose of this act are hereby authorized." The purposes, according to the text of the bill, are as follows:

"To create a division of cooperative marketing in the Department of Agriculture; to provide for the acquisition and dissemination of information pertaining to co-operation; to promote the knowledge of co-operative principles and practices; to provide for calling advisors to counsel with the Secretary of Agriculture on cooperative activities; to authorize co-operative associations to acquire, interpret and disseminate crop and market information, and for other purposes."

Probably the most valuable result of this law is the definite placing of the co-operative work as a part of the service of the Department of Agriculture. For several years, the department has been attempting to do many of the things now provided for; but it has been considerably hampered by a lack of money and legal authority, and by an inadequate force.

While the law was not designed primarily for the purpose of establishing grades of products, it will tend to standardize grades in many lines of farm production. This will prove to be a direct encouragement to advertising. It

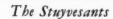
was pointed out that the department considers established grades necessary before advertising can be applied as an aid to the economical merchandising of any farm product.

During the last two years, the division of information of the Bureau of Agricultural Economics, conducted a number of marketing surveys which were particularly enlightening as to the benefits of advertising. This work was stopped recently because of a lack of funds to carry it on. But under the present law, the division of co-operative marketing will co-operate with the division of information in making further investigations of the kind.

This means that the educational work of the new division will include informing co-operative associations regarding successful advertising campaigns used to promote the sale of farm products. In several former instances, the Department of Agriculture has suggested that the proper kind of advertising could be used to advantage, and there is no doubt that it will continue to do this when the results of marketing surveys, now made possible by the co-operative marketing law, indicate that advertising can be used profitably.

Another encouragement to advertising will be the unrestricted collection and dissemination of statistical information regarding prices and marketing. Officials of a great many agricultural cooperatives have expressed the opinion that the impossibility of forecasting prices greatly handicapped them in the framing of effective advertising plans. Doubtless, this factor has prevented a large volume of co-operative advertising.

Heretofore, the agricultural cooperative associations, like practically all trade associations, have



Quality circulation has never had a more intelligent and judicial advocate than Earnest Elmo Calkins. "What we mean by quality circu-lation," Mr. Calkins asserts, "is merely a publication which selects its readers along the lines of their interests, ways of living, amuse-ments, hobbies and sports." Mr. Calkins sums up this way: "It's a small world, this world of those who compose quality circulation, and the magazines that cater to it have small circulations, but there it is, and if you want to reach it, you must go where it is . . . to comb a million circulation to find a possible thousand buyers is to advertise the way the hedgehog eats grapes."

Town & Country

Established 1846



But the world grew bigger . . .



. . . eyes gleamed . . .

Roman Antonius,* famed promoter, superpolitician, thumbed the parchment and mused, "It is a bit of all right." He was reading his personal newspaper. His eyes gleamed with satisfaction.

Antonius, wealthy, open-handed, could afford the luxury of his own private news report, selected, condensed, written exclusively for one subscriber—himself.

Can't? Must!

Since the time when, if it happened, Rome knew it, has come the day when news breaks on a thousand fronts. And to be well informed you must glimpse the high lights of the world each week.

You might follow national events if you read several leading papers. You might keep familiar with for-

^{*} Mark Antony—once borrowed ears from friends and countrymen; later helped parcel out the known world; was intimate with Cleopatra—first to appreciate cash value of complexion creams.

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eign affairs by diligent study. You might dip extensively into science, religion, music, art, books, the theatres.

But who can? And who does?

Waiting

TIME, the only newsmagazine, thus finds its field ready-made in the passion of people to keep abreast of the times-people confounded by a vast volume of helter-skelter information. But people to whom a widening world is only a challenge to keep up to date. Your advertisements in TIME find readers in the mood of waiting -as they wait for TIME, each weekend.† That's the reception you expect from subscribers who pay \$5 a year, without any premium inducement.

TIME started March 3, 1923, with 9500 subscribers; a year later the circulation was 34,056; in 1925 it grew to 81,925; and in March, 1926, exceeded 107,000. These are compelling facts in themselves for advertisers. They reflect a unique, fresh interest by readers who are not satisfied with anything else.

† Subscriber Livingston Farrand, Ithaca, N.Y.: "... anticipations of profit are never disappointed."

NEWSMAGAZINE THE WEEKLY To Readers Friday To Press Tuesday

ADVERTISING MANAGER

ROBERT L. JOHNSON, 25 W. 45th St., New York REPRESENTATIVES

New York Office - HOWARD J. BLACK PAUL A. SYNNOTT

Western-Howard P. Stone, WILLIAM G. PHELPS,

38 S. Dearborn St., Chicago

Southern - F. J. Dusossorr, 1502 Land Title Bldg., Philadelphia

New England — JOHN M. SWEENEY, JR., NEWLIN B. WILDES, RICHARD W. READ,

127 Federal St., Boston

Pacific — ROGER A. JOHNSTONE, Alexander Bldg., San Francisco

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been uncertain as to what they could legally do in the way of disseminating and interpreting figures that influenced prices. What the effect of the law will be on the activities of trade associations it is impossible to say; but in regard to agricultural co-operatives the law is specific, and provides the following:

"To acquire from all available sources information concerning crop prospects, supply, demand, current receipts, exports, imports, and prices of the agricultural products handled or marketed by co-operative associations, and to employ qualified commodity marketing specialists to summarize and analyze this information and disseminate the same among co-operative associations and others."

Furthermore, another section of the bill provides that original producers of agricultural products, such as farmers, planters, ranchmen, dairymen, nut or fruit growers, acting together in associations, in collectively processing, preparing for market, handling, and marketing in interstate or foreign commerce, may acquire, exchange, interpret and disseminate past, present and prospective crop, market, statistical, economic, and other similar information by direct exchange between such persons, and or such associations or federations thereof, or by and through a common agent created or selected by them.

Officials of the division of cooperative marketing expect that the wide dissemination of all kinds of statistical information and the interpretation thereof will bring about methods of adjusting farm production to demand. While this is undoubtedly a result which will require several years to bring about, its importance to advertising cannot be over-estimated. Several large co-operative organizations have found, to the dismay of their members, that their advertising encouraged such an increase of production as to prevent them from securing an adequate profit from a greatly increased demand

due to advertising.

In fact, several large co-operatives have refrained from adver-

tising because their officials believed that it was illegal for them to issue facts and information necessary to prevent over-production. Now, however, there is not the slightest doubt that the widest dissemination of such information by agricultural co-operatives is entirely legal.

It was explained by one of the officials that the main purpose of the division of co-operative marketing, in its activities under the law, would be to anticipate the needs and the problems of the agricultural co-operatives. He pointed out that the associations are developing rapidly and making many changes in their methods of marketing. Naturally, they are doing a lot of experimenting which is costly, and which will be unnecessary as soon as certain facts and information have been ascertained by the division and placed at the disposal of all agricultural cooperative organizations.

The bill provides that the division shall render service to the cooperatives, including all possible information regarding processing, warehousing, manufacturing, storage, the co-operative purchase of farm supplies, credit, financing, insurance and other co-operative activities. It was pointed out that advertising has a recognized and important economic part in practically all of these activities. Hence, in all of the educational work conducted by the division, and in disseminating statistical information, it is understood that the subject of advertising will be given a place and treated as frequently as its importance in specific instances warrants.

Oil Account for Cleveland Agency

The Pocahontas Oil Company, Cleveland, has appointed The S. M. Masse Company, Cleveland advertising agency, to direct its advertising account. Newspapers, magazines and direct mail will be used.

Appoint Franklin E. Wales The Poughkeepsie, N. Y., Eagle News and the Logan, Utah, Journal have appointed Franklin E. Wales, publishers' representative, as their national advertising representative.

Credit Work as Part of Trade Association Activities

In Many Lines, the Credit Problem Has Been Made Vastly Less Annoying by Centring Credit Work at Association Headquarters

By W. H. Steiner

Director, Bureau of Savings Research

REDIT WORK has long been Ca popular field of trade association activity. The result of the increase in trade association credit work has been that in many of these organizations it is now the most important single activity.

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In 1922, the National Association of Manufacturers surveyed 135 trade associations, and ascertained that forty-three collected credit information (one of them through an independent corporation), while some of the ninety-two which did not were considering the matter and others were deterred by the fact that local bureaus were already gathering data. Several well-known bureaus began operations some thirty years ago, but the great majority had their birth during the post-war period. Thus trade association credit work is at once an old and a new business activity.

But this does not mean that the field has been completely covered. Nor does it mean that every trade association should engage in credit To claim that every one should, would be just as ridiculous as to claim that there is no more room for further development of their credit activities. It is essential that the industry in question face a real credit problem, and hence feel a real need for the credit service. No less essential is it that the association be the body to render that service.

No incentive for the establishment of a special trade bureau prevails in lines in which terms are very short, and buyers are of generally unquestioned or excellent credit standing. But in industries where buyers are numerous, many of them small and of uncertain moral, business and financial worth, a credit check upon them

is of vital importance. It is precisely in such lines that trade association credit work has had its

greatest development.

The objection may be raised, Why have the trade associations undertaken the credit work in such lines? Why not leave it to the special trade bureaus, operated as regular commercial enterprises, of which there seem to be a rapidly increasing number? The objection rightly calls attention to the danger of excessive duplication of facilities for obtaining credit information. The more the field is divided among a host of small organizations, the less effective is the credit work. Many cannot maintain adequate staffs, each duplicates the other, and no one has that comprehensive body of information which is absolutely essential for effective credit work. In between the two extremes lies the ideal-such concentration in gathering of data as to present a reasonably comprehensive picture for the group being served, but not so developed as to become unwieldy.

ASSOCIATIONS HAVE ADVANTAGES

Does this mean that the trade association, if it takes the injunction to heart, should abdicate the field? By no means. It possesses certain peculiar advantages. It is thoroughly informed about the trade, and the buyers therein. It provides a rallying point for those interested in the trade and the problems which the trade experiences. Credit, in many cases, is by no means the least of these questions. Why have the association aid on other problems, yet keep aloof from credit matters? It can approach them from the same constructive and helpful attitude of service, instead of profit, that

Mem

THE Queen of a Virgin Empire, the City of Memphis is the center point of trade for a market embracing portions of three states.

Virgin territory — in that its development has not yet been quickened by full understanding of what it offers.

Six hundred thousand people! Producing \$500,000,000 annually.

When cotton is in the throne, Memphis indeed is a Queen, royally bountiful.

But trade still strikes a harmonious balance in the Memphis market, even when Cotton has an "off year."

For manufacturing industry has grown to a gigantic stature in this versatile zone.

Candies, Cotton Seed Products, Syrups, Beverages, Mines, Iron and Steel Products, Lumber and Furniture

are just a few of the classes of production that add millions to this market's wealth.

-the Brightest Spot in

phis*

What have you to sell -

Luxury? Necessity?

So far as buying ability is concerned, you can sell it in Memphis any year and any time of the year.

So far as its suitability to the market — the acceptance of dealer and consumer for your product — we shall be only too happy to advise you correctly.

Add Memphis to your sales territory on a sound, knowledge-of-facts basis. Let us help you win acceptance in the hearts and homes of this great southern principality.

THE COMMERCIAL APPEAL "It Dominates Dixie"

THE JOHN BUDD CO.

National Advertising
Representatives

New York Chicago Los Angeles St. Louis San Francisco Atlanta The Memphis market embraces the southwestern corner of Tennessee, the upper half of Mississippi and the eastern quarter of Arkansas.

ot in the New South!



This book lists the men of wealth and distinction in Chicago

To the leading thousand of these men, selected by a comparison of their membership in exclusive clubs, we wrote simply "Do you read Judge?"

Two hundred and fifty-seven answered at once

58.1% read Judge

Nearly everyone added that his family *all* read Judge. One out of every three took the trouble to write at greater length how much and why they liked Judge.

Identical tests of the Social Registers of New York, Detroit, Philadelphia and Boston show that 59% of the leading families in these cities now read Judge.

Has your article the qualities for this kind of an audience?

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

it applies to other problems. Tt can bring about, there as elsewhere, that mutual co-operation for the common benefit of the group which is its reason for existence. It can supply the necessary leadership, and can focus attention upon those aspects of credit questions which are peculiar to its own, as distinct from other, industries. As such, too, it can supplement the efforts of credit men, through their organizations, to obtain certain classes of data, and can co-operate with them for the common benefit. Rightly conceived, it has a unique opportunity for service along credit lines.

From a survey of existing practices, trade associations can learn much. Existing associations can compare their methods with those of other bodies, and adapt the best that others have to offer to their own peculiar requirements. They can compare the scope of their activities with those of other organizations, and undertake hitherto uncultivated fields if that should appear upon analysis to be desirable. Newly formed associations, or associations which have as yet undertaken no credit work, can learn in like manner from their fellows' experiences, and apply their devices and activities as may seem useful. Negatively as well as positively, too, lessons can be learned. The record of other bodies is by no means entirely one of success, and the progressive association can learn what to avoid, as well as what to espouse.

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Existing trade association credit bureaus differ greatly in scope and method of operation. Some are an integral part of the association, others are operated as separate bureaus, connected with, vet independent of it. Some are purely local in scope, as are the bodies to which they are attached; others are national. Some have a small, compact membership with which the bureau works very closely; others serve, instead, a large scattered membership. But most important perhaps is the difference found in the scope of their activities. These may be divided, broadly speaking, into five leading groups:

1. Interchange of ledger information

and related facts.

2. Preparation of general reports com-Preparation of general reports comprising the general range of credit facts.
 Dissemination periodically of miscellaneous credit -information, perhaps through the medium of a weekly bulletin.
 Credit checking.
 Collection of past due accounts.

Turning to the first of these five groups of credit activities, interchange of ledger information concerning a debtor's payment record is conducted by many trade associations. Some still follow the old or "incomplete" system, whereby the bureau ascertains merely the names of houses which are selling a particular customer, and leaves the inquiring house to obtain the actual facts itself. Most, however, operate on the "complete re-port" system. They prepare complete reports which they furnish to their membership showing the payment experience of the debtor on whom inquiry is made. These bureaus are often very speedy in obtaining data, and in their reports they can bring into prominence special features of peculiar interest to the trade in question.

But they have the disadvantage of limited scope, since they do not cover adequately other than exclusive trade shops which buy from manufacturers in a variety of industries, nor do they often cover a variety of markets. And the rapid growth of late years in the system of bureaus maintained by credit men's organizations must also be considered by the association which casts a longing glance at credit interchange as an added activity.

In the second place, certain trade associations have carried their credit work far beyond mere interchange of ledger facts. They practically operate a special mercantile agency on a co-operative basis. Through local attorneys and banks, as well as perhaps local credit investigators, they obtain antecedent data and financial statements to supplement the ledger record. From such a variety of sources, they compile special reports for their members, and when necessary make special investigations of credit and related factors. In so doing, they

perform the same work as do the

special mercantile agencies, except that they usually do not prepare rating books, which give credit, capital and pay ratings of debtors, as do many of the special agencies. Again the question of possible duplication arises. Before undertaking such an ambitious program, the association must be sure that a real opportunity for service exists in its line.

A favorite service is to send members a weekly, or, in some cases, a monthly bulletin containing various kinds of credit information. This is true of some of the associations already cited and in addition to others which undertake no systematic interchange or other work. The bulletin may in-clude actual or proposed changes in Federal or State legislation relative to bankruptcy, collections, conditional sales, etc. More immediately of importance, it may give a list of bankruptcies, incorporations, consolidations, liens, judgments filed, protested paper, missing debtors, and the like. Some of these organizations also receive regular reports of trade abuses,

long past due accounts, etc., which they make available to their membership, or which lead the bureau on behalf of the trade to take the matter up directly with the debtor. In gathering and disseminating such information from a trade point of view, the association can often perform a real service to its membership.

Credit checking is a much-discussed question. A few associations have not been content in recent years merely to procure and dispense information. Instead, they have added their recommendation to ship or not to ship the specific order of goods about which the member inquires, or at least their judgment of the risk. This activity has been undertaken chiefly, it seems, in the women's apparel trades in New York, and also by associations which provide an elaborate special report of the kind just mentioned.

In undertaking credit checking, the associations are following in the footsteps of a large and wellknown commercial organization which has been engaged in the

YOU CAN'T DUPLICATE

the reader interest in the

Boston Evening Transcript

because it is UNIQUE.



National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles

26 .

F.J. ROSS Company, Inc.

Things about ourselves

—said by others

"I can speak only in the highest terms of the service that this firm rendered us. I found the members of the firm most efficient in their respective lines. They have taken a deep interest in our problems, and I could not ask for better cooperation than they have given."

-from our Red Letter Book

New York

Advertising

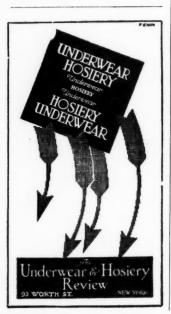


People always look at Dictures

One reason why advertisers are using more lineage every month in the beautiful Rotagravure Section of The

Chronicle

NATIONAL REPRESENTATIVES
Williams, Lawrence & Cresmer, 225 Fifth
Aye., New York City; 360 No. Michigan
Ave., Chicago; R. J. Bidwell Co., Times
Bidg., Los Angeles, Cai.



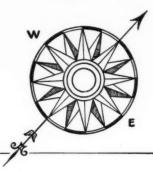
practice for a decade or so. Furthermore, it may be noted that it in these same industries that the two general mercantile agencies have instituted a consulting service in their New York offices, to discuss with smaller concerns, inexpert in credit matters, the standing of particular names. Credit men, as a whole, are strongly opposed to the practice, but it has undoubtedly increased in the industries mentioned.

Finally, collection work is undertaken by many associations. It is generally felt that the collection service operated by trade associations is peculiarly effective and obtains quick returns at small expense, especially of small accounts which would otherwise be neglected. In part, this is undoubtedly due to the fact that a certain pressure is brought to bear upon the debtor by reason of the association's interest in his situation. Some bodies also operate adjustment bureaus and arbitration services, and their effectiveness may be traced to the same cause. However, the association interested in adjustment work should bear in mind the fact that the credit men have adjustment bureaus in operation in many centres.

In deciding what work to undertake, the trade association cannot neglect the legal questions which arise. The Sherman Anti-Trust Law presents a very real problem, and places decided limitations upon association action. While no exhaustive treatment can be given here, the leading features may be

briefly indicated. Pure interchange of data has always been regarded as lawful. That is to say, an association may assemble information regarding the financial standing and personal character of applicants for credit, and may deliver this information concerning particular parties to credit grantors upon specific request. Whether or not an association's members may, by actual agreement or by tacit understanding, withhold credit, has always been regarded as a radically different matter.

In the absence of adjudication of the issues by the courts, the



Thin, strong paper for pocket maps

THE tourist map of New England published by the Boston & Maine Railroad is a fine example of map printing. The map is so thin and light that it easily folds to fit the pocket and is hardly more bulky than a letter.

This map is printed on Warren's Thintext. Thintext was specially chosen for the job because it is so thin it saves room and solight it saves mailing costs. It has unusual strength, and a smooth, velvety surface that insures perfect printing results.

In addition, Thintext binds well, folds smoothly, lies flat, is not difficult to handle on the press, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

Send for our free booklet, "Making it Easy to Plan Printing on Warren's Thintext." It will show you many samples of just what fine results Thintext gives. S. D. Warren Company, 101 Milk Street, Boston, Massachusetts.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

The Great Common Ground of the Retail Shoe Field— THE RECORDER

¶ For almost half a century the Boot & Shoe Recorder has been the recognized Common Ground of American Retail Shoe Store Interests.

Here the business news of the nation—the tested merchandising practice—the offerings of manufacturers of shoes, leather and accessories to the merchant, all merge each week to a common center, the Reader-Interest of the publication.

This Reader-Interest of more than 14,000 subscribers is the logical Point of Penetration for any product seeking entrance to the rich field of footwear at retail.

BOOT and SHOE RECORDER

The Point of Penetration to the Shoe Market 207 SOUTH STREET, BOSTON

A. B. P.



A. B. C.

New York
Rochester
Philadelphia

wl

Chicago Cincinnati St. Louis practice was felt to be illegal, but in May, 1925, the United States District Court upheld the practices of the Fur Dressers' and Fur Dyers' Association, Inc. The members of that body agreed to do business only on a cash basis with concerns showing undisputed accounts of over \$100, unpaid for over fifty days. The Court regarded the rule as a reasonable corrective of trade abuses, rather than as a measure of coercion, and hence considered it lawful.

ACCEPTANCE OF TERMS IS OPTIONAL

Lastly, many have felt that adoption of standard terms of sale by trade associations, with provisions for their enforcement, was illegal. Many associations, course, have considered terms, but they have usually contented themselves with merely recommending certain terms (which, in some cases, have been frankly recognized as ideal rather than as practicable) and leaving their members to employ the terms or not as they saw fit. Further action toward uniformity of terms is regarded by many as opposed to public policy because, they believe, it bears a direct relationship to price determi-

Be that as it may, it is evident that the law sets certain limits, clear enough in general outline, even if not capable at all times of precise demarcation in the individual case, to the scope and character of a trade association's credit activities. These limits the association must carefully observe, but it must pay attention no less, if it is to succeed, to the actual need existing in its industry for the credit activities it proposes to undertake, and the real service it can render to the industry in performing them. Once the necessity of such credit work is established, it can turn its attention to the exact scope and nature of the service, and the technical methods whereby they may be performed. Here it can draw upon the experiences of other bodies as it sees fit, selecting those methods which it believes best adapted to its own needs.



How important are children?

TO PARENTS the most important things in the world. Sacrifices are made, hardships endured in order that children may have a better chance.

The better chance is provided these days by parents who acquaint themselves with the best methods of child rearing. CHILDREN, The Magazine for Parents, is edited to such fathers and mothers exclusively. It will deal with every phase of the care and training of children of all ages.

By creating an interest in the best things for children the magazine will surround the advertising columns with an atmosphere never before available. Advertising here will be no intruder, but rather a welcome feature, because it will also give news of interest to parents.

This joint appeal of editorial and advertising columns means certain results for advertisers.

CHILDREN
The Magazine for Parents
353 Fourth Avenue

353 Fourth Avenu NewYork

600

Cities of the United States Can Be Covered with

WINDOW DISPLAYS

Installed through

ONE AGENCY

Saves the National Advertiser Time and Expense and Relieves Him of Annoyance of Detail and Correspondence.

All Displays Go In! Best Locations Available

In Retail Drug, Grocery, Hardware, Confectionery, Cigar and Auto Supply Stores.

Service of Local Associates In All Cities Guaranteed

Some of Our Satisfied Clients: Iodent Chemical Co.; Standard Oil Co. (N. J.); Drug Store Products, Inc.; Wm. Peterman, Inc.; The Drackett Chemical Co.; The Kolynos Co.; McCoy's Laboratories, Inc.; Maltop, Inc.; Lehn & Fink Products Co.; The Sangrina Co., and others.

List of Cities and Complete Information on Service on Request.

WINDOW DISPLAY INSTALLATION BUREAU INC.

Headquarters
22-23 Pickering Building
CINCINNATI, OHIO

Business-Paper Campaign to Get Harvard Award

Ten Prizes to Be Awarded—At Discretion of Jury of Award This Number May Be Increased to Thirteen—Two New Awards This Year—Time Limit Is Set for December 31, 1926

FOR the first time since the institution of the Harvard Advertising Awards, a prize is to be included in the 1926 awards for a business-paper campaign. It will amount to \$2,000 and will be given for the advertising campaign of the year coming under the consideration of the Jury of Award as the campaign most conspicuous for the excellence of its planning and execution, which seeks publicity for industrial products primarily through the use of industrial, trade or professional publications.

In addition, campaigns on industrial products will be eligible for consideration under the award of \$2,000 to be given for the best national campaign seeking publicity through general popular magazines. This campaign may be either of an institutional character or devoted to the advertising of specific products.

Another new feature of the awards is a special prize of \$2,000 for a local campaign executed in cities of 100,000 population or less.

In all, ten awards are to be made under four classifications, while, at the discretion of the Jury of Award, this number may be increased to thirteen. These are to be distributed as follows:

I-For distinguished services to advertising:

Gold medal either to an individual or an organization.

II—For advertising campaigns:

Four prizes of \$2,000. Only campaigns directed previously through newspapers or magazines may be submitted. The awards are:

1. For a campaign on a national scale or over a large territory for products or an institution. Two awards may be made here, one for 926

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No matter how cleverly

you prepare an advertisement, it cannot fulfill its function unless

- 1-It is read.
- 2—The people reading it are financially able to act on its suggestion.
- 3—They have the inclination to buy!

We believe we hit nearer to 100% on the above three requirements than any magazine published! Here's why!

- 1—We operate on the pocket-nerve—the most sensitive nerve there is, and our Magazine is, therefore, read from cover to cover.
- 2—Our book is dry reading to anyone not possessing surplus funds, and ALL OF OUR READERS are in a position to buy the things they desire.
- 3—People who make money in securities are easy spenders and have the urge to fulfill the desires of themselves and family.

This Magazine will help your "schedule" make good, and should be on your next list!

Victor E. Graham, Advertising Director

MAGAZINE WALL STREET

Member A. B. C.

42 BROADWAY

NEW YORK

Largest Paid circulation of any financial or banking publication in the world



Loose Leaf COVERS

CATALOGS, whether for Dealers, Jobbers, Consumers or Salesmen, in order to create that necessary "first impression" must be distinctive and stand out. In Loose Leaf Form—with Super Embossed Covers—you have a combination of lasting value and exceptional beauty. With the Super Embossed process, original, unique designs can be obtained with reproductions of trade marks and packages in original colors.

SEND FOR THIS ILLUSTRATED BOOK

We have styles for most every purpose — Catalogs, Price Lists, Sales Manuals, Bulletins, Salesbooks, Advertising Campaigns, etc. Our assortment is extensive—more than twenty-five types and styles to choose from. Our new booklet gives full information and helpful suggestions for the preparation of Loose Leaf editions. A copy gladly sent on request.

THE C. E. SHEPPARD CO.

269 VAN ALST AVENUE LONG ISLAND CITY, N. Y.



a campaign of general or institutional character; another for one deemed best in advertising specific products.

2. For a campaign on industrial products, previously described.

3. For a local campaign seeking publicity in a relatively limited territory or in a single locality for products or an institution. Here, also, two awards of \$2,000 may be made, as in the case of national campaigns.

4. For a campaign executed locally in cities of 100,000 population or less.

III—For scientific research in advertising:

To be given in recognition of the advertising research of the year deemed most conspicuous because

(a) It has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or

tising, or

(b) It has reduced or precluded unwise and wasteful expenditure in a specific advertising program.

Research connected with any advertising campaign which received an award under the second classification will not be eligible.

At the discretion of the Jury two awards of \$2,000 may be made for the researches deemed best falling respectively under the types outlined in divisions (a) and (b). IV—For distinguished individual

advertisements:
Four prizes of \$1,000 each for excellence in the technique and substance of particular advertisements which have come under the attention of the Jury of Award and which have appeared in established American or Canadian newspapers or periodicals.

Ordinarily but not necessarily, these awards will be made under the following classifications:

We

and

 Where text is the chief means of delivering the message.

2. Where pictorial illustrations are the chief means.

3. Where a combination of text and illustrations are the means.
4. For the advertisement most

effective in typography.

The general provisions provide that an award may be made to

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WE STILL ADHERE to the old-fashioned New England idea that the final test of any advertising program is whether it increases sales and builds profits. The entire personnel of this agency is available for day-to-day contact with those advertisers in central New England who measure their advertising appropriations by this yardstick.

THE MANTERNACH CO.

Advertising

HARTFORD · CONNECTICUT

We are now located in new and enlarged quarters in the Manternach Building, 55 Allyn Street, Hartford, Connecticut

THE GREAT DIVIDE

"There is a great divide—far too great a divide for the good of merchandising—between the interesting, colorful words of some of our skillful writers in the editorial pages, and the commonplace statements about products in the columns designed to sell goods."

—Amos Bradbury, Printers' Ink

ONLY A MERE HAIRLINESEP-ARATES THE EDITORIAL AND ADVERTIS-ING COLUMNS. LET OUR POPU-LAR WRITERS AND CARTOON-ISTS HELP BRIDGE THIS GREAT DI-VIDE FOR YOU.

We co-operate with advertisers and agents in adapting the services of authors and cartoonists available for advertising work. Write for list.

Fred A. Wish
INCORPORATED
12 EAST 41ST STREET
NEW YORK CITY

Telephone: Vanderbilt 5797

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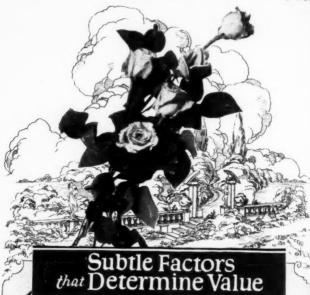
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P. pres New The Phil

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You cannot put your finger on the fragrance of a rose; yet, its sweetness breathes its charm.

Essential values are usually intangible qualities.

In Jahn & Ollier illustrations the creative mind precedes brush, paint, wood and metal. It is the element responsible for the sales-making abilities of our advertising illustrations. It is the unseen life blood of our printing plates.

May we help you increase the pulling power of your advertising illustrations? An experienced J & O service man will call upon request—anytime, anywhere.

JAHN & OLLIER ENGRAVING CO.

Illustrations~Ideas~Photographs Fine Printing Plates for Black or Colors

Telephone MONROE 7080

817 W. Washington Blvd.

CHICAGO, ILL.

1026

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either an individual or an organization or jointly to two or more organizations or individuals. Awards for material submitted by an agency ordinarily will be made jointly to the agency and the agency's client.

All material to be submitted for consideration must be received at the office of the Secretary of the Harvard Business School by December 31, 1926, where detailed information governing the regulations of the awards may be obtained.

Changes in Advertising Department of Aetna Companies

The Aetna Affiliated Companies, Hartford, Conn., have made the following changes in their advertising and publicity personnel:

Warren S. Chapin has been made advertising manager of the Aetna Casualty and Surety Company. Burdette C. Maercklein, formerly editor of the Aetna-izer," has been appointed advertising manager of the Automobile Insurance Company and of the accident and liability department of the Aetna Life Insurance Company. Sidney Holt becomes editor of the "Aetna-izer." David Van Schaack continues as director of publicity and Stanley F. Withe as assistant director.

Florida Citrus Growers Plan Campaign

The Florida citrus fruit growers contemplate the establishment of a million dollar fund to advertise Florida citrus fruit, according to the United States Department of Agriculture. The tentative plan provides that the money be raised by per box assessments. The advertising will mention no trade-marks or brands but will sell the quality of Florida citrus fruit as a whole.

P. E. Beetem with Potomac Lithograph

P. E. Beetem has resigned as vicepresident of the T. F. Moore Company, New York, to become associated with The Potomac Lithograph Mfg. Company, Philadelphia, which he is representing in New York

Glass Account for J. H. Cross Agency

The Scranton Glass Instrument Company, Inc., Scranton, Pa., has appointed the J. H. Cross Company, Philadelphia advertising agency, to direct its advertising account.



Is the message of your house organ really important? Our specialized house organ service enables ten national business leaders to add emphasis to their important business messages.

Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC. 318-326 West 39th Street · New York

OUR idea of an ADVERTISING ILLUSTRATION with Out an idea is that it's like a without an idea is that it's like a without arrest attention but cannot hold it's prisoner idea creators NOT JUST ILLUSTRATORS

Opportunity WANTED!

O DEMONSTRATE sales possibilities of Toilet Goods, Men's and Women's Wearing Apparel, Jewelry, Luggage, etc., in the ONLY amusement weekly with A. B. C.

Reaches ALL classes of professional entertainers, also owners, producers and managers with live telegraphic news of the show world. For information, address

Billboard

1560 Broadway, New York City

Chicago Cincinnati

Manufacturer's Eastern Representative

We can put you in touch at once with experienced salesman and sales manager, thoroughly familiar with dealer, jobber and direct trade account field. Meets large buyers and purchasing agents. Will open branch office if desired.

CILLEY & SIMS, INC. 250 So. Broad Street Philadelphia

Should Printing Be Put on the Auction Block?

ELECTRIC VACUUM CLEANER Co., INC.

CLEVELAND, OHIO Editor of PRINTERS' INK:

We have recently read an excerpt taken from a statement attributed to you on the fallacy of buying printing on a price basis, and would greatly appreciate it if you could see your way clear to write us a few thoughts on this subject. ELECTRIC VACUUM CLEANER CO., INC.

IN buying printing, as in the purchase of almost anything else, the buyer gets just what he pays for. Therein lies the danger of buying printing by bids. most cases the lowest bid will produce work of the lowest quality. Where the advertiser doesn't care a great deal about the appearance or quality of the work, competitive bidding may be the best way to buy printing. But where the buyer wants something more than so many sheets of paper printed on both sides, competitive bidding, if carried out consistently, is a dangerous policy.

The buyer of printing is in the position of the buyer of professional service. The man wanting a good lawyer doesn't go to the cheapest lawyer any more than the four-out-of-fivers go to the cheapest dentist. Printers, like professional men, group themselves into different classes—"cheap," "pretty good," "good" and "excellent," and the adjectives usually apply not only to their prices but to the class

of their work.

The wisest buyers of printing know pretty well the type of work

that each printer can do. They then decide the quality of work they desire and only then do they compare prices between the work of one printer and another printer in the same class.—[Ed. PRINTERS']

in the same class

"California Poultry Journal" Sold

The California Poultry Journal, Los Angeles, has been sold to the Keystone Publishing Company, also of Los Angeles, and will be discontinued. The Keystone company is publisher of Pacific Poultrycraft. n

on



Many a sales executive, seeing prospect after prospect gobbled up by competitors, realizes that his one big chance for success lies in the seeds he plants for future prospects. And the seed best combining economy with effectiveness

By excellence of detail he lengthens the life of, increases the future profit from, that seed. In no detail is excel-

is the printed word.

lence more essential than in photo-engravings.

Gatchel & Manning, INC.

Photo Engravers

West Washington Square 230 South 7th St. PHILADELPHIA

July

RESALE MANAGERS WASHING MACHINES

Salary and Commission

A large manufacturer of new type washing machine - different from anything now on the market-requires Resale Managers in various metropolitan centers. Wide and successful experience in selling washing machines and training and managing house-tohouse canvassing crews absolutely necessary. Experience in selling lines other than washing machines will not qualify for these positions. We require \$7,500 to \$10,-000 type of men who can quickly demonstrate their ability to produce results in marketing our product. Give full details, selling experience, age and previous earnings in first letter.

Address "X." Box 209. care of Printers' Ink.

Advertising of Office and Apartment Build. ings Shows New Developments

Methods of Advertising Buildings and Those Already Up, Contrasted - How Appropriations Are Determined, as Explained by Several Authorities. Shows Wide Variation

> HONIG-COOPER COMPANY ADVERTISING
> SAN FRANCISCO, CALIF.

Editor of PRINTERS' INK:
Will you please send us a list of any
articles which you may have published
on the advertising of office buildings':
It is the writer's recollection that when
the Fifth Avenue Building was opened the Fifth Avenue Building was opened several years ago you ran a story on it. It is my impression that you have also run stories on the advertising of the Bush Terminal offices and other buildings

Bush Terminal onices and other bunding elsewhere in the United States.

Honig-Cooper Company

V. R. Churchill,

Vice-President.

J. B. MILGRAM ADVERTISING AGENCY NEW YORK

Have you ever come across any figures pertaining to the manner in which appropriations are decided for advertising apartment or office buildings, that is, for rent?

In the past few years, hundreds of huge apartment houses and office buildings have been erected in the larger cities. Are builders basing their advertising appropriations on the cost of the building, the amount of potential rentals, or what?

I. B. Milgram Advertising Agency

B. MILGRAM.

THE questions presented in these two letters are indicative of an awakening interest in a comparatively new branch of real estate advertising. Hotel office building advertising hardly be termed new, but the coming of the super-office building, the super-apartment building and the co-operative apartment building is bringing in a new development in this branch of real estate advertising. So far as the records show, little that was notable characterized the advertising of the more famous office buildings. Some paid advertising was undoubtedly used in connection with a few of them, but for the most part their reputations fice

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500,000 Catholic Families

point with greater confidence!

BECAUSE Our Sunday Visitor has strengthened its advertising policy through the elimination of charity fund requests, medical copy, and reading notices, more than 500,000 Catholic families now point with new and greater confidence to this largest, most popular, religious weekly.

And these 500,000 weekly subscribers will greet the appearance of your advertising in Our Sunday Visitor with this same firm confidence, assuring you of their hearty and active response to your sales appeal.

OUR SUNDAY VISITOR

The National Catholic Weekly

HUNTINGTON,

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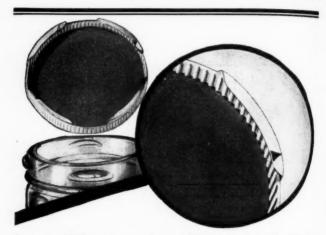
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As a Closure for Glass and Tin Packages "DUPLEX" is Standard

To avoid confusion, Printers' Ink readers, just remember that the patent offices of the world have recognized the Duplex Seal as an *improvement* because its *horizontal* flanges—equally spaced—engage with *horizontal* lobes on the glass or tin container. Any departure from *horizontal* presents straining metal on an *inclined* smooth surface.

Could any tobogganing conditions be easier?

Slanting, curved threads on glass or tin containers mean "creeping" and slipping—leakage, evaporation—when the shakes and bumps of shipping and handling start.

In "Duplex," horizontal flanges, under sufficient spring tension, engage with horizontal lobes. A definite stop on the seal holds the spring tension to its work. There is no tendency to "creep"—nowhere to creep to!

When liner shrinkage takes place, there is plenty of allowance in the spring tension to take it up. This same allowance takes care, liberally, of variations in glass.

Go into any grocery store and examine a jar of Gulden's Mustard, "Air Line" or "H & H" Honey. Step into any drug store and see "Duplex" on Bromo-Seltzer, or Father John's Medicine, or in any Liggett Store on 136 or more products. See it on various vanishing creams—that without "Duplex" really would vanish—keeping all these and hundreds of other products—air tight, leak tight—in original purity and flavor, down to the last bit.

Do not confuse "Duplex" with others. You want the genuine, the modern, the improvement. Catalog for you? Write—

NATIONAL SEAL COMPANY, Inc. 14th Avenue & 37th Street Brooklyn, N.Y.

as vet.

1026

have been acquired by reason of gratuitous publicity. This at least is true of the Flatiron Building, in New York, the old Masonic Temple, in Chicago, now called the Capitol Building, the Woolworth, Singer, Metropolitan and a few others.

One campaign of paid advertising on record was that employed for the Capitol Building, Chicago, when the old name of that structure was dropped because of the infortunate reputation the building had acquired. This was described in PRINTERS' INK March 15, 1923. Another camnaign which was notable for the length of time it covered was that used for introducing the Straus Building to Chicago, which under "Selling an Office the heading. Building Before It Is Built," an-PRINTERS' October 25, 1923. The advertising campaigns of the Fifth Avenue Building and the Bush Terminal Sales Building, both of New York, have neither of them been recorded

A campaign that is just now attracting considerable attention is the advertising for the new Paramount Building, in process of construction on Broadway between 43d and 44th Streets, New York. The copy is characterized by large space and striking illustration. Metropolitan newspapers only have been used so far and the campaign is planned to cover about a year's time, though changes may be made in both these features, depending upon developments. The obvious objective in a campaign of this kind is to rent all the space to the most desirable class of tenants on the most favorable terms. In this case, eight of the floors are to be occupied by the Famous Players-Lasky Corporation. The problem is to keep out the not-so-desirable firms, of which there are a very great number in the motion picture and allied industries.

The New Fifth Avenue Hotel, an apartment hotel now being constructed on Fifth Avenue, at Ninth Street, New York, is being advertised at the present time in newspapers, class magazines and outdoor displays. In this case the

The Catholic Church and School Market

11,625 pastors do the buying for the 11,625 Catholic churches, 5,755 mission churches, and 6,820 Catholic schools in the United States.

You can reach this entire market EX-CLUSIVELY through ONLY one magazine.

The Acolyte

Published by Our Sunday Visitor Press

Huntington, Indiana

RADIO MERCHANDISING for August

A Selective Trade Directory listing the manufacturers of good radio products sold through jobberdealer channels.

Circulation 25,000+ Regular Rates Forms close July 20

RADIO MERCHANDISING 239 West 39th Street NEW YORK CITY

Advertising and Sales Promotion Manager Wanted

The originator and largest manufacturer of a particular type of labor-saving business forms desires a competent man to conduct its advertising department. The factory is located in western New York State.

The product of this manufacturer is nationally known by the railroads, large banks and leading commercial institutions. An exceptional opportunity exists to extend the use of the product by constructive advertising and selling.

The position offers an unusual opportunity for the man who can qualify. Experience in the sale or advertising of labor-saving office appliances would be helpful.

Supply full information regarding qualifications, including age and salary expected.

Address "C.," Box 77 care of Printers' Ink.

appeal is a sentimental one, wherein the advertiser is seeking to invest the new hotel with some of the prestige which belonged to the original Fifth Avenue Hotel at Fifth Avenue and 23d Street, on the site now occupied by the Fifth Avenue Building.

In the attempt to ascertain the basis upon which advertising appropriations for office buildings and apartment houses are computed, many sources of information have been called upon, including real estate brokers and advertising agencies handling real estate accounts. The advertising manager of a prominent New York real estate firm had this to say:

"Advertising appropriations for apartment houses and office buildings are decided upon a kind of rule-of-thumb basis. There is no standard and I question if any two budgets are arrived at in exactly the same way.

"The nearest I can give you to any definite information is to say that we regard 5 per cent of the annual rental as the maximum appropriation that is ordinarily justified. If conditions are difficult we will aim at a 5 per cent budget. If, on the other hand, conditions are good at the time, we will cut that amount in half or even further.

"Conditions change from month to month so that any program we may make in advance is subject to change at any time. As a matter of fact, I think there are more instances where the budget is fixed from month to month, according to an off-hand estimate of current needs, than there are where the budget is determined months in advance for a long term campaign.

"In the case of co-operative apartment buildings, I would say that 2 per cent of the total cost of the operation (buying the land, putting up the building, organizing the company, etc.) should be set aside for advertising. Where the new building is not co-operative, but rented, the advertising budget would come closer to 5 per cent of the yearly rent roll."

The president of an advertising agency handling a great many real

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The Complete Organization

Sales

Practical salesmen acquainted with the needs of buyers of printing and capable of suggesting plans for the most effective results; considering, of course, the budget of the buyers.

Equipment

The modern daylight structure affords spacious quarters for the photo-engraving, composition, electrotyping, printing, pamphlet and edition bindery units. Over one hundred thousand square feet of floor space planned to facilitate the operation of up-to-date machinery.

Personnel

Master Craftsmen in every department, skilled in the manufacture of a quality product.

Service

Contact with customers maintained by a twice daily messenger service between the manufacturing plant and New York City for receiving and distributing proofs, copy, etc. Motor trucks with the finished product leave the plant daily, arriving in New York City the following morning. Private railroad siding and facilities for shipping by water.

Product

School books, juveniles, books of reference, fiction, directories, college annuals, magazines, periodicals, catalogs, pamphlets, art work and color printing.

This Complete Organization functions as one unit and is rendering service and quality to many nationally known publishers and advertisers.

This Service Is Available To You



Where Federal crosses Nineteenth Street

CAMDEN, NEW JERSEY

Now York Office: Equitable Life Assurance Building, 393 Seventh Avenue Telephone: Pennsylvania 9792

WANTED:

Another Chance To Prove My Worth

For 18 years, I followed Direct Sales through agents. Started as Canvasser while going to school. Got to be Departmental Manager of the largest institution of its kind in the world. Then I got the big head - got knocked off the pedestal: and now have both feet on the ground, and wear a regular size hat: and prefer home life to the white lights - got married some time ago. Am familiar with all phases of agent work. Have recruited and handled more than 6,000 agents - edited house organ: wrote all my own copy and made the layouts. etc. I am familiar with media and know how to get results. I am 35 years old, 6 feet tall, light complexion. Prefer small town where there is breathing space. If you want a man who knows his business; and care to give the opportunity to one who has made the grade-slipped back-took another hitch in his belt and started back up; write, giving full particulars, to "G," Box 79, PRINTERS' INK, Illinois Merchants Bank Building. Chicago, Illinois.

estate accounts said there is no standard practice for determining the amount of an advertising appropriation either on new buildings or those in operation. The owner of the building spends the money and decides how much. The advertising appears over the name of the real estate broker. business is so young no methods of procedure have been worked out. The size of the appropriation depends entirely upon competitive conditions. If the neighborhood is one in which there are a number of other buildings, all bidding for tenants, the amount spent for advertising will be higher than it would be without competition. Again, it is advisable to advertise very extensively during the regular renting season, which varies in different communities.—[Ed PRINTERS' INK.

Express Companies to Charge on Undelivered Magazines

After August 1, the express companies of the United States and Canada are to charge storage on undelivered magazines and other merchandise. The new rates and basis of charges are included in Supplement Number 11 of Official Classification Number 29, which may be obtained from the American Railway Express Company, New York.

O. C. MacCarthy Joins Crosman Arms Company

Oswald C. MacCarthy has been appointed sales manager of the Crosman Arms Company, Rochester, N. Y., manufacturer of the Crosman pneumatic rifle. He was formerly assistant sales manager of Valentine & Company, New York.

Now "Motor Coach Transportation"

Better Busses and Motor Coach Transportation, Pittsburgh, has become Motor Coach Transportation, beginning with the July issue.

Joins Harold A. Holmes, Inc. Charles Davies, formerly with Critchfield & Company, Chicago advertising agency, has joined Harold A. Holmes, Inc., advertising service, of that city.

Eddy & Clark Add to Staff Ralph J. Failor has joined the staff of Eddy & Clark, Inc., Akron advertising agency, as director of research.

First in New York

The New York Times in six months of this year published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times record for the corresponding period of 1925.

This great volume represents advertisements that have met the censorship standards of The New York Times. Thousands of lines of advertising have been declined by The Times since the first of the year as unworthy to be presented to its readers.

CANADIAN ADVERTISING SMITH, DENNE & MOORE.

LIMITED

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PRINTERS'

A TOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. Komer. Vice-President, R. W. LAWKENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROV DICKINSON, ASSOCIATE Editor ALBERT E. HAASE, ASSOCIATE Editor BERNARD A. GRIMES, News Editor

C. B. Larrabee Kong E. B. Weiss And Thomas F. Walsh Jan H. W. Marks ee Roland Cole
Andrew M. Howe
Valsh James C. McGrath

James H. Collins, Special Contributor
A. H. Deute, Special Contributor John Allen Murphy, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker Washington: James True London: Thomas Russell

NEW YORK, JULY 8, 1926

Two Ways of Dividing with Consumers

Whenever the economic advantages of advertising are discussed there is a tendency to inquire only if the price of the product has been reduced as a result of the advertising.

While this is accomplished in hundreds of cases as the result of lower unit cost due to greater volume, the saving is not always passed on to the consumer in the form of lower prices. Improved quality at the same price is likewise an evidence that purchasers gain because of the advertising.

When the president of a lumber company which trade-marked and advertised a window frame found that the total cost of his adver-

tising had been completely absorbed by the increased sales volume and that its unit cost of production has been actually decreased by 183/4 per cent, he adopted both methods. The price to dealers was cut 281/4 per cent on each unit and the cost to consumers came down. In the meantime the company has been putting some of its production savings back into the product itself, The already high quality was improved-better pulleys were installed-refinements were made in many places where they would help in delivering more service to the final buyer. Five years of consistent advertising and the company was able to deliver a better product at a lower price and still make greater profits than before the advertising started.

It is true that not all manufacturers who make profits divide Fewer still divide both ways. But almost every company with a good product which embarks upon a consistent advertising campaign has its eye fixed on the future, and divides with its final buyers in either one of the two ways mentioned. It is a fact not usually given its due share of attention when the economic advantages of advertising are being

discussed.

Pinning a lady in New York proposed recently that a Medal on Competitors statue should be erected by Americans to King George III, because the apparent injury which that king once did to the colonies had turned out so advantageously. She based her proposal on an ancient saying of Confucius to the effect that an injury which turned out well was a blessing for which the injured should

show gratitude. In like manner, it would seem logical for manufacturers who distribute through jobbers and retailers to bestow medals on those other manufacturers in their line who sell from house to house. While the latter, at the start, made great inroads upon the former's sales, it is logical to believe that

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the later advantages more than made up this temporary injury.

In addition to the obvious advantage of increasing the total market, these hard-fighting competitors stimulated the other concerns in their fields to more ingenious and aggressive sales methods.

Two specific examples suggest themselves. The Osborn Manufacturing Company, selling brushes to women through dealers, has brought out the Osborn Display Rack which shows a full selection of brushes in a place the purchaser can see them. The dealer is told "people are often out to the canvasser, but you can always show Osborn Brushes to your customers."

This type of advertising to dealers has made the household brush a far more important item in the retailer's stock than it was previous to house-to-house competition. Osborn should pin a medal on Fuller.

The Everwear Hosiery Company discovered a fine new selling talk for its salesmen, and an attention-getting plan for its retailers when it hit on the plan to challenge the house-to-house canvassers to a sales contest in the dealer's store.

Perhaps Everwear should erect

The idea applies to other sorts

of competition.

The whole sandpaper industry was brought out from behind dusty shelves to a conspicuous position on the dealer's counter when two manufacturers competed aggressively with another manufacturer who first advertised a better way to pack and display this formerly humble product.

In describing the Some results of his Overlooked company's un-Benefits of usual industrial Advertising advertising, M. Toppin, secretary and treasurer of The Jacobs Manufacturing Company, in the July issue of PRINTERS' INK MONTHLY, emphasizes some benefits of advertising that are often overlooked.

"By using our co-operative type of copy," he says, "we expose ourselves to a great many fresh leads before competitors get hold of them. The manufacturer who is bringing out the new drill first of all has been impressed by our advertising which has pointed out the number of successful manufacturers who use our product. In the second place we have been so successful in winning the goodwill of our dealers and customers that they often put us in touch with other manufacturers who are bringing out drills. Thus I think it is pretty safe to say that we seldom miss the opportunity place our sales talk before the live prospect who has not been in the market before."

Some of the greatest benefits of advertising are often untraceable. The number of these grows in direct proportion to the growth of a company and the extension of its market. Every successful advertiser, however, has had a number of surprising examples of the effects of his advertising, effects which had not been expected or planned for when the copy was prepared.

Some of the greatest services of advertising are not in building demand but in building the type of good-will on the part of customers and potential prospects which later turns over big dividends in actual sales.

Cotton During the last few weeks, the Needs most influential Advertising factors in the cotton industry have got together and laid out the skeleton structure of an organization which will take under consideration the numerous problems of that industry. It will probably be some weeks before this organization starts actively functioning and consequently it is not possible to say exactly what problems will be attacked and what the nature of the recommendations will be.

However, it does not appear to be too early to suggest that the cotton industry give thought to the assistance which advertising may be able to render in solving some of the tremendous difficulties with which almost everybody in the field is faced. We don't make this suggestion with the notion that advertising is a cure-all and that an application of it is going to make everything clear sailing in the cotton industry. As a matter of fact, the information we have regarding conditions in this market leads us to believe that many things will have to be done before advertising on a sizable and consistent scale will be feasible.

Our reason for suggesting advertising at this time is that the cotton industry has never been disposed to give advertising any consideration whatsoever. On those rare occasions when advertising has come up for discussion it has received pretty short shrift.

It is interesting to learn that the Publicity Committee of the Wool, Woolen and Worsted Trades has issued its third and fourth booklets on co-operative advertising for the advancement of the industry. It has also called special meetings for July 7, July 8 and July 15 for the discussion of cooperative advertising plans.

This indicates several steps in the right direction and, in our opinion, the cotton industry would do well to work along similar lines. Advertising such a gigantic industry as the cotton industry is not something to be tackled lightly. The task is a tremendous one. And that is all the more reason why the new organization which is going to wrestle with cotton's many problems should lose no time giving thought to the subject of cooperative advertising.

A vital secret of Sales success in sales Managers. management Know Your is finding a sales Apples! manager who believes in his salesmen. Call on a hundred sales managers, fifty of them representing well-known successful concerns and fifty of the other kind, and nearly every one in the second group will be apt to complain that his salesmen are the limit—they do everything but what he wants them to do.

An old-established concern in the kitchen utensil field decided, some twelve months ago, to change its sales plan of selling through retailers and to adopt house-to-house selling. The sales manager, who was also president, had risen from the sales ranks and, in the expressive language of current slang, he knew his apples. Which means he knew his product, his customers and his salesmen. He put it over. Then his son succeeded him as sales manager and the father confined himself to the president's office.

The son was partial to the military idea of management. He gave orders. When they weren't complied with he refused to listen to excuses. After a while he began to bully. It took the father about six years to establish house-tohouse selling on a paying basis. It took the son about the same time to demonstrate that father was wrong. A few months ago the company reluctantly went back to selling through dealers. "We were unable to get salesmen," explained "who were intelligent the son, enough to do what we told them to do."

When the American Radiator Company decided to adopt an organized method of sales training, it gathered the material for its training course from its own salesmen, as described by R. C. Hay, in PRINTERS' INK of June 24. When the Merrell-Soule Company wanted to compile a sales manual which would be so valuable to its salesmen that they would simply be obliged to use it, the company worked out a plan whereby the salesmen wrote their own sales manual, as R. G. Soule described in Printers' Ink of July 1.

"Ask the consumer," is sound sales psychology in every department of selling and advertising. "Ask the salesman" is just as sound psychology in the realm of sales management. If you can persuade a man to draw up his own rules of behavior, the chances are he will keep them. What many businesses need is not better salesmen so much as sales managers with a more understanding knowledge of the salesmen they have.

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The Eye Remembers

Lighted pictures, competently planned talk to the eye and stay in the memory. Make your ideas visible. They will carry your points home in a way that gets understanding.

For this purpose, we offer the services of a highly skilled staff, thoroughly trained by ten years of experience in preparing special picture material for sales promotion and educational work.

Every picture we have ever produced has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corp'n.

217 West Illinois Street, Chicago

Still and Motion Pictures-Animated Drawings-Screens-Slides

New York Representative, 51 East 42d Street, MURray Hill 2296 Los Angeles Representative, 827 West 53d St., VERmont 6431 Dayton Representative, 787 Reibold Building, GARfield 338

Advertising Club News

Consumer Preference As a Guide to Foreign Markets

Consumers, in their fundamental reactions to an advertiser's message, are actions to an advertiser's message, are very much the same all over. In investi-gating the possibilities of foreign markets, American manufacturers should keep this thought in mind, in the opinion of Eric Field, director of Erwoods Advertising Agency, London, who re-cently addressed the Buffalo League of Advertising Women on the subject of foreign trade.

In planning a campaign abroad, the advertiser should start with the assump-tion that if his copy sells his products in America, it ought to be able to sell them elsewhere, then make certain that his assumption is not false. "Usually," said the speaker, "your copy will require modifications, but do not cast away alto-gether the lessons you have learned during years of experience at home.'

Poor Richard Convention Committee Honored

The membership of the Poor Richard Club on June 29 tendered a compli-mentary luncheon to Rowe Stewart, chairman of the advertising convention committee, and his sub-chairmen, in recognition of their work. On behalf of the club, Charles A. Stinson pre-sented Rowe Stewart with a token for

sented Rowe Stewart with a token for his services.
Howard C. Story, retiring president of the Poor Richard Club, Leonard Ormerod, executive secretary of the convention, G. Adolph Weidemann, chairman of the finance committee, and Edward S. Paret, treasurer of the convention committee, and other chairmen, were each presented with gifts. Karl Bloomingdale presided.

Bridgeport Club Appoints Community Committee

A community committee has been appointed by the Advertising Club of Bridgeport, Conn., to outline and super-vise activities which will be of benefit not only to club members, but also to the city. James T. Kane is chairman of this committee, of which George C. Vedder and Edwin J. Enoch are mem-

Advertising Crafts Club Elects The Advertising Crafts Club, Phila-delphia, the junior advertising club of that city, has elected the following officers: Noel P. Laird, president; H. Q. Miller, Jr., vice-president; W. S. Prentiss, secretary and C. Deilly, treas-

Hartford Club to Hold Outing

The Hartford, Conn., Advertising Club will hold its annual outing on July 10. Walter Deardon is chairman of the outing committee.

New Officers of Rochester Ad Club

Louis P. Willsea, head of the Willsea Works, machinists and iron founders



LOUIS P. WILLSEA

was elected president of the Roches-ter, N. Y., Ad Club, at its recent annual election. He is the eighteenth president to occupy this office and succeeds John P. Day who was presented with a mahogany desk in apprecia-tion of his work on behalf of the club.

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Swavne P. Goodenough was elected vice-president and Charles A. Elwood, secretary. The following were elected directors: Richard Saunders,

L. Saunders, G. Elmer Forschler and Jesse S. Ogden. Glenn C. Morrow continues as execu-

tive secretary.

With the incoming administration,
Arthur P. Kelly steps down into the
rank and file of members after six conofficer. He became secretary of the club in 1920, becoming president in 1924 and on his retirement, automatically served as a member of the executive committee during the last year.

Wenatchee Plans to Promote the Apple

As the result of a contest conducted by the Wenatchee, Wash., Advertising Club, the following slogan has been adopted: "Wenatchee—Apple Capital of the World." The club is now seeking an emblem to blend with the slogan. The Wenatchee club has also organ-

ized a dummy corporation known as Apples-Incorporated. "Out of this." George F. Vradenburg, president of the club, informs Printers' Ink, "we hope to sell our own people on the idea of an extensive advertising campaign to educate extensive advertising campaign to concave the public in America and elsewhere that 'The Apple Is Still the King of Fruits.' To further this we are organiz-ing an apple products campaign and will offer prizes for the best recipes for cooking, etc. We have an idea that will offer prizes for the cooking, etc. We have an idea that people have forgotten how to make a good apple pie."

R. F. Graham, President of Waterbury Club

At the annual meeting of the Water-bury, Conn., Advertising Club the following officers were elected: President, Roger F. Graham; vice-president, Arthur H. Goepel, and secretary, Miss Helen M. Hurley. Ad

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Public Utility Advertisers Elect New Officers

Frank LeRoy Blanchard, director of advertising of Henry L. Doherty & Company, New York, was elected president of the Public Utilities Ad-

vertising Associa-tion at its annual meeting which was held in conjunction with the advertising convention at ing convention at Philadelphia. He succeeds William H. Hodge, of H. M. Byllesby & Company, Chicago. H. M. Lytle, vice-president of the Chicago Rapid Transit Company,

president together

with George F.



F. L. BLANCHARD

Oxley, advertising
manager of the National Electric Light Association.

Association.

Henry Obermeyer, of the Consolidated Gas Company, New York, is now secretary and C. W. Person, publicity manager of the American Gas Association, is treasurer.

The annual meeting of this associa-tion was covered in a report which ap-peared in last week's issue on page 51. * *

Heads Springfield Club

Edward H. Marsh of the Edw. H. Marsh Advertising Agency, was elected president of the Publicity Club of Springfield, Mass., at the annual meeting held recently. Other officers elected were: Vice-president, Milton Alden; were: Vice-president, Milton Alden; secretary, John F. Barteau; treasurer, W. S. H. Seybolt. The directors elected were Wallace Dibble, retiring president; Walter Dietz, Dr. Harry M. Gilbert, Albert W. Vining, Charles F. Barrett, Charles H. Barr and A. R. Metcalf.

Rochester Scores Over Buffalo in Golf Tournament

The first of two tournaments between the Rochester Ad Club and the Greater Buffalo Advertising Club was played at Rochester. About twenty members of Rochester. About twenty members of the Buffalo club met together with their opponents for luncheon and then adjourned to the links where the Rochester team scored a final total of 46½ points against 13½ for the visitors.

The tournament is being played for a cup donated by S. Rae Hickok. The second match is to be held at Buffalo in Sentenber is

in September.

Honored by Poor Richard

Colonel Fred E. Lawson, head of the British delegation of advertising men, and Dr. Marcel Knecht, head of the French delegation, were made honorary members of the Poor Richard Club at a meeting of the club which was held last week.

Mail Order Sales Increase

The June sales of Sears, Roebuck & Company amounted to \$18,274,895, an increase of 13.5 per cent over the sales increase of 13.5 per cent over the sales of June, 1925, which totaled \$16,095,102. For the first six months of the current year \$126,621,823 in sales was reported, against \$118,242,460 in the corresponding period last year, a

gain of 7 per cent.

Montgomery Ward & Company report sales of \$16,611.553 in June, compared with \$14,430,960 in that month pared with \$14,430,960 in that month last year, a gain of 15.1 per cent. Sales for the first half of this year amounted to \$95,216,710. This compares with \$82,425,775, in that period last year, an increase of 15.5 per cent.

Daily Newspaper for Oranges and Maplewood, N. I.

The Publishing Company of the Oranges and Maplewood, N. J. has been incorporated and in the fall will begin publishing a daily newspaper for the Oranges and Maplewood communities. The Courier, a weekly paper now published by The Courier Publishing Company of the Oranges, will be ing Company of the Oranges, will be taken over by the new publication. The officers of the new company are: President, Arthur T. Muir; vice-presi-dents, Wilbur Munn and G. Clifford Jones; secretary, Thomas F. Burley, Jr., and treasurer, Edward C. Balch, Jr.

Death of Ashley King Hammond

Ashley King Hammond, sixty-five, advertising manager of the St. Louis Republic for eighteen years and for twelve years a member of Hammond & Wolcott, publishers' representatives, died at Stoney Brook, N. Y., last Friday. When Mr. Hammond retired from business in 1924 he was Eastern advertising representative at New York of The Clover Leaf Newspapers, which includes the St. Paul News, the Omaha News, and the Clover Leaf Weeklies, St. Paul.

Iowa Agency Opens Chicago Office

The Advertising Corporation, Chicago, has opened an office at Chicago. A. C. Barnett is manager. He was formerly with the Kling-Gibson Company, Chicago advertising agency.

L. E. Lloyd Appointed by Houston "Post-Dispatch"

Lester E. Lloyd has been appointed merchandising service manager of the Houston, Tex., Post-Dispatch.

Joins Morgan & Bierwirth

Ernest Walker, formerly engaged in free lance commercial art work, has joined the art department of Morgan & Bierwirth, Inc., New York, advertising illustrators.

"The Younger Element is the

Buying Element Today!"

THAT'S what Joseph P. Day, one of the biggest real estate operators in the country, said—and he was speaking of selling real estate rather than some low priced commodity.

Smart Set appeals to these same younger, more aggressive people, youth with its

SMART SET
R. E. BERLIN, Business Manager
119 West 40th Street, New York
Chicago Adv. Office, 360 N. Michigan Ave.

insatiable desire to possess all things. It's a buying market.

Old advertisers are renewing their contracts. Such a proof of success brings many new advertisers. And circulation, keeping pace with this rapid increase in advertising, gives a large bonus above the guarantee of 400,000 copies. This makes the present rate of \$2.00 a line and \$850. a page ridiculously low.

The October issue closes July 20th. Place your product now before buying youth in their own magazine, for—

Smart Set reaches the younger element, the buying element of today.



M

H



No Buried Ads in The House Beautiful Every Advertisement Receives Maximum Visibility

Flat size magazines were designed to supply display space along side reading matter—are you getting it? Your advertisement in The House Beautiful will always face editorial, be visibly dominant, conspicuous, and certain of attention.

THE HOUSE BEAUTIFUL

Is one of the most productive space buys of class media. It is edited solely in the interest of the home and its embellishment. Secondary subjects like dogs, dress and real estate, it leaves to others.

If yours is a service or commodity which enhances the house or its appointments, yours too is the opportunity to gain the undivided attention of 80,000 net paid (ABC) subscribers, who read The House Beautiful by preference.

A steadily rising circulation gives you premium value with every insertion—write now for all the facts.

THE HOUSE BEAUTIFUL

8 Arlington Street, Boston, Mass.

"A member of The Class Group."

JULY MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own

advertising) Standard Size

PACES AND PACES AND PROPERTY AN	0	
	Pages	Lines
Review of Reviews	83	18,707
Harper's	81	18,284
World's Work	75	16,890
Atlantic Monthly	67	15,155
Scribner's	62	14,038
Golden Book	43	9,820
American Mercury	22	4,963
Wide World	19	4,368
Munsey's	17	3,850
Street & Smith Comb	16	3,723
Current History	14	3,295
Century	14	3,136
Bookman	12	2,810
Everybody's	12	2,797
Blue Book	10	2,454

Plat Sine

Flat Size		
	Columns	Lines
American	256	36,725
Cosmopolitan	204	29,223
Red Book	180	25,860
True Story	144	20,592
Photoplay	137	19,623
Physical Culture	123	17,715
True Romances	115	16,497
Dream World	115	16,445
True Detective Mysteries	111	15,972
Smart Set	110	15,750
American Boy	86	14.750
Elks Magazine	93	14,136
Sunset	98	14,057
Motion Picture Magazine	97	13,877
Boys' Life	69	11,828
Fawcett's	80	11,440
Asia	75	10,800
Secrets	76	10,730
Better Homes & Gardens	60	9,012
Success	48	6,966
Picture Play	48	6,929
Film Fun	33	4,721
St. Nicholas	19	2,789

WOMEN'S MAGAZINES

	٦	Columns	Lines
Vogue (2 issues)		581	91,931
Ladies' Home Journal		352	59,988
Harper's Bazar		314	52,883
Good Housekeeping		345	49,389
Woman's Home Comp.		195	33,260
Pictorial Review		162	27,600
McCall's		153	26,056
Holland's		109	20,747
Delineator		114	19,462
Designer		103	17,679

advertising Yolume. reative



Owned by Leaders of Finance and Industry . . .

C. Many of the country's finest yachts were assembled at New London during the Harvard-Yale Regatta.

C. A New York daily paper mentions forty of these yachts and their owners, leaders of finance and industry.

C, Of the forty yachts mentioned, thirty-four are owned by YACHTING subscribers.

C, YACHTING offers you an intimate, personal approach to these men during their leisure moments.

RATE CARD AND SAMPLE COPY UPON REQUEST

(Applicant for A. B. C.)



"The Quality Magazine of the Boating Field"

25 West 43rd St., New York City

	Columns	Lines
Modern Priscilla	84	14,399
People's Home Journal	55	9,498
Fashionable Dress	51	8,860
Woman's World	49	8,331
People's Popular Month.	32	5,530
Household Magazine	29	5,471
Mother's-Home Life	31	5,282
Farmer's Wife	29	5,014
Needlecraft	27	4,720
Junior Home Magazine	25	4,345
Child Life	23	3,313
Mess. of Sac. Heart (Pg)	12	2,728
Today's Housewife	14	2,457
GENERAL AND	CLASS	
	~ .	

Mess. of Sac. Heart (Pg)	12	2,728
Today's Housewife	14	2,457
GENERAL AND	CLASS	5
	Column	s Lines
House & Garden	451	71,313
Town & Country (2 is.).	351	59,119
Country Life	277	46,626
Vanity Fair	285	45,033
House Beautiful	212	33,512
Popular Mechanics (Pg)	133	29,848
System	183	26,225
Field & Stream	180	25,803
Arts & Decoration	147	24,780
Nation's Business	166	24,444
Garden & Home Builder.	155	24,004
World Traveler	119	18,802
Popular Science Monthly	129	18,553
Outdoor Recreation	107	15,397
Outdoor Life	100	14,346
American Legion Mo	83	11,895
International Studio	68	11,444
Business	76	10,879
Radio Broadcast	72	10,678
Scientific American	61	10,385
Radio News	70	10,341
Popular Radio	71	10,153
Science & Invention	68	10,054
National Sportsman	68	9,819
Theatre	58	9,248
Radio	54	7,940
Forest & Stream	47	6,800
Extension Magazine	39	6,708
Association Men	45	6,335
The Rotarian	39	5,577
Radio Age	21	2,960
Sportlife	18	2,683

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 June is.).	. 278	48,742
Can. Home Jour. (June)	192	33,657
West. Home Mo. (June) 181	32,600
Rod & Gun in Canada	. 62	8,905

JUNE WEEKLIES

June 1-6	Columns	Lines
Saturday Evening Post	596 1	01,344
Liberty	. 161	25,987
The New Yorker		21,358
Literary Digest	. 136	20,806

nes 199 198

31 30

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To The Space Buying Profession

Re: CIRCULATION DATA

Please make note in your records that the following publications are now being placed, or are about to be placed on Seventy thousand (70,000) newsstands throughout the Country by the Eastern Distributing Corporation:

TWO WORLDS MONTHLY
AMERICAN LEGION
BEAU
HALDEMAN-JULIUS MONTHLY
WILD GAME STORIES
OUTDOOR AMERICAN
HOW TO SELL

It is common knowledge among space buyers that Eastern Distributing Corporation circulation means complete newsstand coverage. They know that Eastern's records are always available to them with specific figures and facts showing newsstand coverage, hamlet by hamlet, town by town, county by county and state by state. They know too that publications distributed through the Eastern System, or about to be, are safe buys for their space dollars.

We are always delighted to show our exclusive circulation facts and figures to space buyers seeking specific information concerning any of the publications we serve.

EASTERN DISTRIBUTING CORPORATION

45 West 45th Street, New York City, Phone Bryant 1445

Forbes (Semi-Mo.)		Columns		Lines	Columns	
Collier's	3,591		Outlook			
American Weekly	2,278					
Life	2,262					
Life	1,883					
Christian Herald 28	1,705				46	
Argosy-All-Story (Pg) 17 3,948 Outlook 22 3,161 Youth's Companion 17 3,022 Judge 15 2,197 Churchman 13 1,866 New Republic 10 1,543 The Nation 6 945 Saturday Evening Post 435 74,060 Liberty 132 21,326 Literary Digest 132 20,097 Collier's 83 14,215 The New Yorker 81 11,585 Life 45 6,473 Time 46 6,467 Time 46 6,467 American Weekly 21 5,846 Outlook 34 4,897 The Nation 29 4,095 Christian Herald 17 2,957 Youth's Companion 12 2,086 Judge 13 1,940 Churchman 10 1,468 New Republic 9 1,323 Argosy-All-Story (Pg) 5 1,266 Time Saturday Evening Post 519 88,376 Liberty 131 21,142 Forbes (Semi-Mo.) 131 71,187 Literary Digest 98 14,986 The New Yorker 81 11,612 Collier's 98 14,986 C	1,508					
Outlook 22 3,161 Youth's Companion 17 3,022 Judge 15 2,197 Churchman 13 1,866 New Republic 10 1,543 The Nation 6 945 June 7-13 Columns Lines Saturday Evening Post 435 74,060 Liberty 132 20,097 Collier's 83 14,215 The New Yorker 81 11,585 Life 45 6,473 Life 45 6,473 Time 46 6,467 American Weekly 21 5,846 Outlook 34 4,897 Christian Herald 17 2,957 Youth's Companion 12 2,086 Judge 13 1,946 Christian Herald 17 2,957 Youth's Companion 12 2,086 Judge 131 1,946 New Republic	1,102				17	Argosy-All-Story (Pg)
Youth's Companion	1,104				22	
New Republic	s Lines	Columns	June 28-30	,	17	
Churchman	2,646					
The Nation	2,325	16	Outlook			
Totals for June	1,732		The Nation			
Saturday Evening Post 2026 Liberty 132 21,326 Liberty 132 21,326 Liberty 2020 Collier's 279 Collier's 270 Co						
Saturday Evening Post 435 74,060	s Lines	Columns		2.0		2.10
Saturday Evening Post 435 74,060	344,457	2026 3		¥ 5	7-1	Tuna 7 19
Liberty	89,382	555				
Literary Digest	69,404	456				
Collier's	57,090	406				
The New Yorker	47,460	279				
Life	33,449	220	Forbes (Semi-Mo.)			
Time	28,405	103	American Weekly			
American Weekly 21 5,846 Outlook 34 4,897 The Nation 29 4,095 Christian Herald 17 2,957 Youth's Companion 12 2,086 IJudge 13 1,940 Churchman 10 1,468 New Republic 9 1,323 Argosy-All-Story (Pg) 5 1,266 Liberty 131 21,142 Forbes (Semi-Mo.) 113 17,187 Literary Digest 98 14,986 Life 38 5,565 The Nation 74 Argosy-All-Story (Pg) 27 Collier's 67 11,392 American Weekly 24 6,763 Collier's 67 11,392 American Weekly 67 11,262 American Weekly 67 12,262 American Weekly 67 1	24,463	171	Life			
American Weekly 21 5,846 Outlook 34 4,897 The Nation 29 4,095 Christian Herald 17 2,957 Youth's Companion 12 2,086 Judge 13 1,940 Churchman 10 1,468 New Republic 9 1,323 Argosy-All-Story (Pg) 5 1,266 June 14-20 Columns Saturday Evening Post 519 88,376 Liberty 131 21,142 Forbes (Semi-Mo.) 113 17,187 Literary Digest 98 14,986 Collier's 67 11,392 American Weekly 24 6,763 Time 31 4,450 Cullook 26 3,830 Cuntry Life 27 Christian Herald 78 Country Life 27 Christian Herald 78 The Nation 13 1,995 Judge 12 1,779 Judge 12 1,779 Judge 12 1,779 Churchman 10 1,402 New Republic 9 1,323 Argosy-All-Story (Pg) 27 Churchman 44 Argosy-All-Story (Pg) 27 Churchman 64 Argosy-All-Story (Pg) 27 Churchman 67 Liberty 131 21,142 Columns 1 Vogue (2 issues) 581 1 Vogue (2 issues) 681 1 Vogue (2 issue	23,302		Time			
The Nation	17,804	124	Outlook			
Christian Herald.	13,378		Christian Herald			
Youth's Companion 12 2,086 New Republic 53 Judge 13 1,940 54 Argosy-All-Story (Pg) 55 54 New Republic 9 1,323 Argosy-All-Story (Pg) 27 Churchman 44 Yune 14-20 Columns Lines Churchman 44 Saturday Evening Post 519 88,376 FICATIONS Liberty 131 17,187 Churchman 451 Literary Digest 98 14,986 2. House & Garden 451 The New Yorker 81 11,612 3. Ladies' Home Journal 352 Collier's 67 11,392 4. Town & C'ntry (2 is.) 351 American Weekly 24 6,763 5. Harper's Bazar 314 Life 38 5,555 6. Good Housekeeping 345 Time 31 4,450 7. Maclean's (2 June is.) 278 Outlook 26 3,830 8. Country Life 277 Youth's Companion 13 <td>10,472</td> <td></td> <td>The Nation</td> <td></td> <td></td> <td></td>	10,472		The Nation			
Judge	9,758		Youth's Companion			
Judge	7.937	53	New Republic		12	
Churchman	7,799	54		1,940	13	Judge
New Republic	6,258			1,468	10	Churchman
Argosy-All-Story (Pg) 5 1,266	6,244			1,323	9	New Republic
Saturday Evening Post 519 88,376				1,266	5	Argosy-All-Story (Pg)
Saturday Evening Post 519 88,376 Liberty 131 21,142 Columns Forbes (Semi-Mo.) 113 17,187 1. Vogue (2 issues) 581 Literary Digest. 98 14,986 2. House & Garden 451 The New Yorker 81 11,612 3. Ladies' Home Journal 352 Collier's 67 11,392 4. Town & C'ntry (2 is.) 351 American Weekly 24 6,763 5. Harper's Bazar 314 Life 38 5,565 6. Good Housekeeping 345 7. Maclean's (2 June is.) 278 Colliok 26 3,830 8. Country Life 277 Christian Herald 19 3,341 9. Vanity Fair 285 Youth's Companion 13 2,372 10. American 256 The Nation 13 1,995 11. Can-HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West HomeMo.(June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 16. Cosmopolitan 204 204 205						
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Forbes (Semi-Mo.) 113 17,187 1. Vogue (2 issues). 581 Literary Digest. 98 14,986 2. House & Garden 451 The New Yorker 81 11,612 3. Ladies' Home Journell 276 Christian Herald. 19 3,341 9. Vanity Fair 285 Youth's Companion 13 1,995 11. Can. HomeJour. (June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 New Republic 9 1,323 14. West. Home Mo. (June) 181 Argosy-All-Story (Pg) 2 644 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180			FICATIONS	88,376	519	Saturday Evening Post
Literary Digest 98 14,986 2. House & Garden 451 The New Yorker 81 11,612 3. Ladies' Home Journal 352 Collier's 67 11,392 4. Town & C'ntry (2 is.) 351 American Weekly 24 6,763 5. Harper's Bazar 314 Life 38 5,565 6. Good Housekeeping 345 Time 31 4,450 7. Maclean's (2 June is.) 278 Outlook 26 3,830 8. Country Life 277 Christian Herald 19 3,341 9. Vanity Fair 285 Youth's Companion 13 2,372 10. American 256 The Nation 13 1,995 11. Can.HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com. 195 New Republic 9 1,323 14. West. Home Mo. (June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	Lines	olumns	C			
The New Yorker.	91,931	581 9	1. Vogue (2 issues)	17,187	113	Forbes (Semi-Mo.)
Collier's	71,313	451 7	2. House & Garden	14,986	98	Literary Digest
Collier's	59,988	352	3. Ladies' Home Journal	11,612	81	The New Yorker
American Weekly 24 6,763 5. Harper's Bazar 314 Life 38 5,565 6. Good Housekeeping. 345 Time 31 4,450 7. Maclean's (2 June is.) 278 Outlook 26 3,830 8. Country Life. 277 Christian Herald 19 3,341 9. Vanity Fair 285 Youth's Companion 13 1,995 11. Can.HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West.HomeMo.(June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 16. Cosmopolitan 204 Tunes 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153	59,119	351 5	4. Town & C'ntry (2 is.)	11,392	67	Collier's
Time 31 4,450 7. Maclean's (2 June is.) 278 Outlook 26 3,830 8. Country Life 277 Christian Herald 19 3,341 9. Vanity Fair 285 Youth's Companion 13 2,372 10. American 256 The Nation 13 1,995 11. Can-HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West. Home Mo. (June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 Ione 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153	52,883	314 5		6,763	24	
Time 31 4,450 7. Maclean's (2 June is.) 278 Outlook 26 3,830 8. Country Life 277 Christian Herald 19 3,341 9. Vanity Fair 285 Youth's Companion 13 2,372 10. American 256 The Nation 13 1,995 11. Can-HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West. Home Mo. (June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 Ione 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153	49,389	345 4	6. Good Housekeeping	5,565	38	Life
Outlook 26 3,830 8. Country Life 277 Christian Herald 19 3,341 9. Vanity Fair 285 Youth's Companion 13 2,372 10. American 256 The Nation 13 1,995 11. Can.HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West.HomeMo.(June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 16. Cosmopolitan 204 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	48,742			4,450	31	
Christian Herald	46,626			3,830	26	
Youth's Companion 13 2,372 10. American 256 The Nation 13 1,995 11. Can.HomeJour.(June) 192 Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West.HomeMo.(June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 16. Cosmopolitan 204 Image: Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	45,033				19	
The Nation.	36,725				13	
Judge 12 1,779 12. House Beautiful 212 Churchman 10 1,402 13. Woman's Home Com 195 New Republic 9 1,323 14. West Home Mo. (June) 133 Argosy-All-Story Pg 2 644 15. Pop. Mechanics (pg.) 133 fune 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	33,657				13	
Churchman 10 1,402 13. Woman's Home Com. 195 New Republic 9 1,323 14. West. Home Mo. (June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 Ince 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	33,512					
New Republic 9 1,323 14. West. Home Mo. (June) 181 Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 Ione 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	33,260					
Argosy-All-Story (Pg) 2 644 15. Pop. Mechanics (pg.) 133 16. Cosmopolitan 204 17. Rev. of Reviews (pg.) 162 17. Rev. of Reviews (pg.) 162 18. System 183 15. Literary Digest 88 13,515 20. Red Book 180	32,600				4	
16. Cosmopolitan	29,848					
Fune 21-27 Columns Lines 17. Rev. of Reviews (pg.) 162 Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	29,223			.,.	-	
Saturday Evening Post 474 80,677 18. System 183 Liberty 130 20,927 19. McCall's 153 Literary Digest 88 13,515 20. Red Book 180	27,600			Lines	olumns	une 21-27
Liberty	26,225					
Literary Digest 88 13,515 20. Red Book 180	26,056					
	25,860					
	25 902					
	25,803	19/ 6				
	24,780	166 0				
	24,780 24,444		23. Nation's Business			
	24,780	155 2	24. Garden & Home Bldr.	5,769	40	Life

An Amazing Record of Magazine Growth

To hold a lead exemplifies stability—a virtue advertisers should consider in choosing a medium. LIBERTY'S stability is proved by the fact that it has held second place in advertising volume among weekly magazines for six consecutive months.

JUST CONSIDER!—Second in the weekly publication field for six months, and only a little over two years old!

The opposite page shows LIBERTY'S position in the field for June, as compiled by PRINTERS' INK. Its lead over the magazine in third place, in terms of actual lines, was just as great for June as it was for any of the previous five months.

It illustrates that more and more advertisers, who appreciate a medium with an editorial content planned to interest all members of any family, are presenting their message through

Liberty A Weekly for the Whole Family

Tribune Tower Chicago 247 Park Ave. New York City 705 Union Bank Bldg. Los Angeles

FOUR-YEAR RECORD OF JULY ADVERTISING GENERAL MAGAZINES

		MAGAZIN	NES		
M-11- (2 T	1926	1925	1924	1923	Totals
Maclean's (2 June issues)	48,742 36,725 †29,223 25,860 17,715	59,749 37,379 †32,277 22,771	54,282	45,695	208,468
American Cosmopolitan Red Book Physical Culture Photoplay Review of Reviews World's Work	420 222	432 277	39,543 25,631	43,526 26,378	157,173
Red Rook	25 960	22,277	26,406	26,614	113,509
Physical Culture	17 715	20,972	22,460	20,974	101,651
Photoplay			17,446	16,435	82,121 73,486
Review of Reviews	18,707 16,890 18,284	14,446	19,281	19,914	72,348
World's Work	16,707	17,245	16,506	18,144	68,785
Harper's	18 284	14,349	16 663	18,969	68,265
Atlantic Monthly American Boy Motion Picture Magazine	15.155	13,428 *12,360 12,932	15.872	15,692	60,147
American Roy	*14.750	*12.360	15,872 16,284	16,652	60,046
Motion Picture Magazine	14.087	12,932	13,690	13,923	54,632
Sunset	14,057	14,853	11,602	13,701	54,213
Scribner's	14 038	10,271	12,180	13,524	50,013
Boys' Life	11,828	10,555	8,965	8,022	39,370
Boys' Life	6,966	11,561	9,426	10,725	38,678
		4,368	6,720	9,662	23.886
Everybody's	2.797	4,368 4,534	6,720 5,765	3,596 2,924	16,692
Munsey S	3,850	3,842	4.564	2,924	16,692 15,180
St. Nicholas	3,850 *2,789	3,752	4,032	4,368	14,941
					-
* New size.	335,222	341,626	347,318	349,438	1,373,604
† Hearst's International comb	ined with	Cosmopolitai	n.		
	VOMEN'S	MAGAZIN	NES		
Vogue (2 issues)	91,931	70,466	61,036	58,695	
Vogue (2 issues) Ladies' Home Journal Good Housekeeping	91,931 59,988 49,389	56,378	62,851	55,969	
Good Housekeeping	49,389	39,364	37,817	43,955	170,525
Harper's Bazar Woman's Home Companion. Pictorial Review McCall's	52,883	44,926	32,725	33,597	164,131
Woman's Home Companion	33,260	34,884	30,559	32,134	130,837
Pictorial Review	*27,600	*26,546 *20,594	35,716	29,446	119,308
McCall's	*26,056	*20,594	*20,639	30,958	98,247
Delineator	19,462	19,168	18,916 17,509 16,292	20,620	78,166
Designer & Woman's Mag	17,679	18,348 11,900	17,509	15,973 13,214	69,509 55,805
Modern Priscilla	14,399	9,220	9,837	10,240	38,795
Wemen's World	9,498	8,612	6 773	10,240	34,348
Papele's Popular Monthly	*5 530	6,198	6,772 3,685	10,633 5,416	20,829
Needlearnft	*5,530	5,950	4,812	5,044	20,526
Delineator Designer & Woman's Mag. Modern Priscilla People's Home Journal Woman's World People's Popular Monthly Needlecraft Mother's-Home Life	5 292	5,121	3,304	2,357	16,064
Mother s-Home Life	3,202	3,121	3,304	2,337	10,004
* New size.	426,008	377,675	362,470	368,251	1,534,404
	CLASS M	TAGAZINE	S	,	
House & Garden	71,313	59,158	54,614	49,981	235,066
Town & Country (2 issues)	59,119	61,524	50,184	51,964	222,791
Country Life	146,626	\$43,601	33,356	39,648	163,231
Vanity Fair	45 033	36.939	29,807	36,868	148,647
Field & Stream	25,803 29,848 26,225 \$33,512	25,204 23,184 26,082	28,674	31.603	111,284
Popular Mechanics	29,848	23,184	27,328	24,472 25,768 16,543	104,832
System	26,225	26,082	24,123 17,544	25,768	102,198
House Beautiful	\$33,512	\$24,978	17,544	16,543	92,577
System House Beautiful Arts & Decoration	24,780	22,260	13,230	17,941	78,211
Nation's Business	24,444	17,397	18,861	15,428	
Popular Science Monthly	#10 FF3		20,004	40,720	76,130
	*18,553	~15,045	*20,559	18.755	73,512
Outdoor Recreation	15,397	16,038	*20,559 18,173	18.755	73,512
Outdoor Recreation Outdoor Life	15,397 14,346	16,038 13,474	*20,559 18,173 16,984	18.755	73,512 71,957 60,757
Outdoor Recreation Outdoor Life National Sportsman	15,397 14,346 9,819	16,038 13,474	*20,559 18,173 16,984	18.755	73,512 71,957 60,757
Outdoor Recreation Outdoor Life National Sportsman Scientific American	15,397 14,346 9,819 10,385	16,038 13,474 9,240 11,116	*20,559 18,173 16,984 13,501 15,170	18,755 22,349 15,953 17,552 11,257	73,512 71,957 60,757 50,112 47,928
Outdoor Recreation Outdoor Life National Sportsman Scientific American Science & Invention	15,397 14,346 9,819 10,385 10,054	16,038 13,474 9,240 11,116 9,496	*20,559 18,173 16,984 13,501 15,170 14,717	18,755 22,349 15,953 17,552 11,257 13,235	73,512 71,957 60,757 50,112 47,928 47,502
Nation's Business Popular Science Monthly Outdoor Recreation Outdoor Life National Sportsman Scientific American Science & Invention International Studio	11,777	15,645 16,038 13,474 9,240 11,116 9,496 8,417	*20,559 18,173 16,984 13,501 15,170 14,717 11,163	18,755 22,349 15,953 17,552 11,257 13,235 9,515	73,512 71,957 60,757 50,112 47,928 47,502 40,539
Theatre	9,248	15,645 16,038 13,474 9,240 11,116 9,496 8,417 8,808	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420
International Studio	11,777	15,645 16,038 13,474 9,240 11,116 9,496 8,417	*20,559 18,173 16,984 13,501 15,170 14,717 11,163	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510	73,512 71,957 60,757 50,112 47,928 47,502 40,539
Theatre	9,248 6,800	15,645 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510 12,421	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320
Theatre	9,248 6,800	15,645 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e.	15,645 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510 12,421	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e.	15,645 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510 12,421	73,512 71,957 60,757 50,112 47,928 47,502 40,539 35,320 1,801,014
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e.	15,045 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510 12,421 440,763	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e.	15,045 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,515 9,510 440,763	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e.	15,045 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 ues) 302,263 59,383 570,015	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510 12,421 440,763 \$\frac{2}{3}22,546 \$\frac{2}{7}9,968 53,796	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e. EEKLIES 344,457 69,404 28,405 47,460 33,449	15,043 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802 37,295 46,051	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 (ues) 302,263 59,383 \$70,015 29,870	18,755 22,349 15,953 17,552 11,257 13,235 9,510 12,421 440,763 \$322,546 \$79,968 53,796 \$22,461	73,512 71,957 60,757 50,112 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018 137,08b
Theatre Forest & Stream * New size. ‡ Changed to four column pag	9,248 6,800 492,749 e. EEKLIES 344,457 69,404 28,405 47,460 33,449	15,043 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802 37,295 46,051	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 (ues) 302,263 59,383 \$70,015 29,870	18,755 22,349 15,953 17,552 11,257 13,235 9,510 12,421 440,763 \$322,546 \$79,968 53,796 \$22,461 30,315 20,663	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018 137,086 127,27,
* New size. * Changed to four column pag Saturday Evening Post. Literary Digest American Weekly Collier's Forbes (2 issues) Life	9,248 6,800 492,749 e. EEKLIES 344,457 69,404 28,405 47,460 33,449	15,043 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802 37,295 46,051	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 sues) 302,263 59,383 370,015 29,870 17,456 20,775	18,755 22,349 15,953 17,552 11,257 13,235 9,510 12,421 440,763 \$322,546 \$79,968 53,796 \$22,461 30,315 20,663	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018 137,086 127,27,
* New size. * Changed to four column pag Saturday Evening Post. Literary Digest American Weekly Collier's Forbes (2 issues) Life	9,248 6,800 492,749 e. EEKLIES 344,457 69,404 28,405 47,460 33,449	15,043 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802 37,295 46,051	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 sues) 302,263 59,383 \$70,015 29,870 17,456 20,775 20,029	18,755 22,349 15,953 17,552 11,257 13,235 9,510 12,421 440,763 \$322,546 \$79,968 53,796 \$22,461 30,315 20,663	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018 137,086 127,27 87,712 77,255
* New size. † Changed to four column pag Saturday Evening Post. Literary Digest American Weekly Collier's Forbes (2 issues) Life Outlook Christian Herald	9,248 6,800 492,749 e. EEKLIES 344,457 69,404 28,405 47,460 33,449 24,463 \$17,804 13,378	15,045 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802 37,295 46,051 118,302 15,976	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 (ues) 302,263 302,263 302,263 302,263 17,456 20,775 20,029 14,888	18,755 22,349 15,953 17,552 11,257 13,235 9,515 9,510 12,421 440,763 \$322,546 \$79,968 53,796 \$22,461 30,315	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018 137,086 127,27,
* New size. * Changed to four column pag Saturday Evening Post. Literary Digest American Weekly Collier's Forbes (2 issues) Life	9,248 6,800 492,749 e. EEKLIES 344,457 69,404 28,405 47,460 33,449 24,463 \$17,804 13,378	15,045 16,038 13,474 9,240 11,116 9,496 8,417 8,808 6,239 438,800 (4 June Iss 321,854 63,411 35,802 37,295 46,051 21,811 18,302 15,976	*20,559 18,173 16,984 13,501 15,170 14,717 11,163 10,854 9,860 428,702 sues) 302,263 59,383 \$70,015 29,870 17,456 20,775 20,029	18,752 22,345 15,953 17,552 11,257 13,235 9,515 9,515 12,421 440,763 33,2546 33,796 422,461 30,315 20,653 21,120 415,639 566,508	73,512 71,957 60,757 50,112 47,928 47,502 40,539 38,420 35,320 1,801,014 1,291,120 272,166 188,018 137,086 127,27 87,712 59,881

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THE AMERICAN MERCURY announces that (as yet) there is no increase in its advertising rates, in spite of the fact that its circulation has *doubled* since present rates were established.

Circulation (last quarter)
75,366 net paid

ADVERTISING RATES

(Based on 38,000 circulation)

Per page . . . \$220

Six times . . . 200

Twelve times . 180

Cost per thousand circulation \$2,40

COMPARE!

The Little Schoolmaster's Classroom

THE following incident is reported to the Schoolmaster by a member of a New York adver-

tising agency:

"My wife was interested in an advertisement in a New York newspaper which told of the healthful properties of a certain beverage. She wrote for information concerning these properties, acting on a suggestion made by the advertiser in his copy.

"Two weeks passed and she received no reply from the company but today she received a letter from a firm of stock brokers. This letter started with the usual information on how much we might have made if we had owned Ford motor stock in 1905 and the great profits now being made by certain well-known companies selling well-advertised beverages. The letter then announced that the company still had available a few hundred choice shares of stock which are available at a trifling sum per share. An order blank was enclosed with the letter so as to make it quite easy for my wife to buy as many shares as she wants to buy."

One significant paragraph in the letter points out what great profits the company is able to make. This leads the recipient of the letter to wonder whether the product can be quite so good as the advertiser claims if so much money is being made in its manu-

facture and sale.

Stock selling is a perfectly legitimate activity for any company, but stock selling and consumer advertising don't seem to mix. Here was a consumer who had been favorably impressed by the product and was eager to buy. Instead of being told about the product and where to buy it, she was told how cheap it is to make and how much profit the company manages to squeeze out of each bottle. As a result, the company has lost a prospective customer and hasn't sold her any stock. If

that's good business-well, maybe it's good business.

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George Eastman, famous maker of Kodaks, wants to change the calendar. Just before he left for Africa he asked his assistant, M. B. Folsom, to send the Schoolmaster and other editors the reprint of an article he wrote on the subject for Nation's Business and to ask the Schoolmaster's Mr. Eastman's suggesopinion. tion in brief is that Julius Caesar Augustus Caesar and ancients who changed the calendar to suit their whims, were not good business men. They didn't know, for example, that they would, by creating a "Wandering Easter" cut down the volume of modern Easter retail trading and sometimes, when Easter comes very early, cause loss of trade and unemployment in the clothing and shoe industries.

Mr. Eastman proposes adoption of the Cotsworth Calendar of thirteen standard months of twenty-eight days each, the extra month to be inserted between June and July. The 365th day would be December 29, inserted between Saturday, December 28 and Sunday, January 1, called "Year Day," with no week day "Year Day," Thus all months would have exactly four weeks, all months the same number of days, every month would end on Saturday. Easter's date would be fixed. Incidentally, the calendar makers would be put out of business because one fixed monthly calendar on a card would be sufficient.

Mr. Eastman believes his plan would lead to a faster turnover in money with the thirteen monthly settlements, and that the same annual volume of business could be handled with less money.

Closing dates for magazines

Closing dates for magazines would always fall on the same day of the week, month after month, the Schoolmaster could pay his cook in a more logical

196

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S,

A Field With An Invested Capital of Over \$12,000,000,000

The field covered by BUILDINGS AND BUILDING MANAGE-MENT represents an investment of over \$12,000,000,000. Over \$1,500,000,000 is invested each year in new buildings owned and operated by readers of BUILDINGS AND BUILDING MAN-AGEMENT.

Over 37,000 Buildings -

Millions of dollars' worth of maintenance supplies, new materials and equipment are spent yearly in the upkeep, replacement and repairs in these buildings.

Selecting Materials and Equipment for New Buildings

The readers of BUILDINGS AND BUILDING MANAGEMENT make the final selection of materials and equipment for the modern business and large residen-

Office Buildings,
Large Apartment
Buildings,
Apartment Hotels,
Loft Buildings,
Downtown Ramp and
Elevator Garages,
Y. M. C. A. Buildings,
Public and Government
Buildings,
Administration
Buildings.

the modern business and mage research tail structures of today. Through many years of experience in the operation of buildings, these building owners and managers are best fitted to select materials and equipment that will give long years of service, at the same time keeping operating expenses down to the minimum. This fact is recognized in all parts of the country and the owner or the owner's representative of today has become a vital factor in the selection of products used for construction and equipment.

Manufacturers or advertising agencies whose clients manufacture materials adaptable to the construction or maintenance of the above listed buildings should thoroughly understand this field and know how completely BUILDINGS AND BUILDING MANAGEMENT covers this great market.

Know the facts—write for a copy of our new "Prospectus." It contains a complete story of this very profitable field.

BUILDINGS AND BUILDING MANAGEMENT

Member A. B. C.

139 NORTH CLARK ST., CHICAGO

Member A. B. P.



The Real Distributor of Building Material

is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets first contact with builders and controls the choice of materials.

American Sumberman

CHICAGO

Est. 1873

A. B. C.

YOUR PRODUCT
will find its market in the
CHURCH FIELD
brough the preachers' trade iou

through the preachers' trade journal

710 Caxton Building, Cleveland, Ohio 136-5th Ave., New York 37 South Wabash Avenue, Chicago Sample and rate card on request.

JOB WANTED

by man with results, not bluff. Economical manager. Young enough to originate ideas; old enough to avoid bad breaks. Prefers handling entire publicity for manufacturer or dealer. Experience surpassed by few. If agency, might consider taking interest later. Immediate. Address "H." Box 220, Printers' Ink.

Circulation Man

Of International reputation desires connection with magazine or group. A producer of both Newsstand and Subscription Circulation at lowest cost.

Address "E," Box 78, P. I.

Photostats
of any subject +
By Photographers
Fast Messinger Service
PACH BROS

28 West 44th Street, New York, N. Y.

manner; pay days would be the same in number each year. On the other hand, the exciting habit of looking to see what day the Fourth of July falls on would be lost, and other important anniversaries such as the Schoolmaster's birthday would be changed

It is difficult to decide. Yet the Schoolmaster feels that if Julius Caesar got away with a change in the calendar, he has no objection to George Eastman taking a shot at it. He considers the latter a far more modest, useful and important citizen.

* * *

A member of the Class writes to the Schoolmaster describing an unusual bit of merchandising which has a much wider application than to the field of roadside selling. He writes:

"Last Sunday, while driving in from the Eastern end of Long Island, I noticed a homely but effective example of showing the product in its natural setting.

"Many farms showed a board sign reading 'Eggs' but one farmer, or possibly his wife, had placed on a post by the roadside an actual nest holding a dozen white inviting eggs.

"Being many miles from the metropolis with its worries over dealer resistance and consumer acceptance *et al.*, we promptly succumbed to the appeal."

The Schoolmaster at the same time is reminded of a sign he once saw outside a rural retail store. This sign was an excellent example of selling with a reverse English. The sign said merely "Day Old Eggs" but the sign painter had painted the word "old" in such large letters that it dominated the message.

There is no getting away from the service advantages offered to its customers by the Black & Decker Mfg. Company. It is one thing to tell the purchasing agent of a large user of its products about its service facilities and quite another to have this useful information in the hands of a superintendent at the time that

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We wish to announce the appointment of

ROBERT C. MARLEY

as Vice-President
of our organization in
Chicago

Broad and successful experience in executing public utility advertising, extensive newspaper and merchandising activities, and five years as editorial chief of Montgomery Ward & Co., will make Mr. Marley a very valuable asset to our Chicago clientele.

Mr. Marley's appointment becomes effective July fifteenth.



THE CAPLES COMPANY

Advertising

New York · Chicago · Tampa

Sales Manager Opportunity

For a man who can direct a proposition classed with Water Heaters, Refrigeration, Cash Registers. Fenestra Casements, School Equipment, and other advanced, modern necessities. This field is wider and even more productive.

No house-to-house canvassing job. It requires that kind of ability which can interest buyers for large buildings, theaters, clubs, schools, etc.

Has profit enough for a generous divide which we will cheerfully make with right man bringing definite experience in successful selling. He will appoint and direct branches and dealers, to whom this opportunity is attractive, as any one of the larger cities will yield the local man well into five figures.

Reply by letter only, giving qualifications, age and experiences, and the things you yourself would wish to know if on this end.

The F. Bissell Co.

(Electrical products since 1892)

Toledo, Ohio





something goes wrong on a job. Black & Decker have so in-genious a plan that it is possible for a lone workman to send back a tool for repair as soon as it ceases to function properly. All he has to do is to refer to a plate which is riveted to its portable electric drills. "For service," reads the plate, "send this complete tool to nearest factory branch." From a list of sixteen factories which follows, the workman can ascertain the most available factory.

What impresses the master is the fact that this plate is constantly creating good-will for Black & Decker products through the rank and file of those who use them in their daily work. Any individual handling these drills cannot escape appreciating the thoughtfulness with which Black & Decker follow up their

Elder Manufacturing Sales Increase

The net sales of the Elder Manufacturing Company, St. Louis, Tom Sawyer Washwear clothes, amounted to \$3,926,398 in the fiscal year ended April 30. This compares with \$3,389,994 in the previous year. Net profits for the year were \$2,024,451, against \$90,994 reported last year.

Pittsburgh Chamber Appoints Vick Dwyer

Vick Dwyer, of the Tanki Advertis-ing Service, Pittsburgh, has been ap-pointed a member of the postal com-mittee of the Pittsburgh Chamber of Commerce

E. C. Lenz Opens Cleveland Studio

Ellis C. Lenz, formerly of the art department of Fuller & Smith, Cleve-land advertising agency, has opened a commercial art studio at Cleveland.

Transferred by Izzard Agency

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E. R. Harris, who has been with the Portland, Oreg., office of the Izzard Company, Seattle, Wash., advertising agency, has been made manager of the Tacoma, Wash., office.

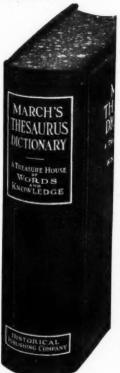
Frank Albers Dead

Frank Albers, vice-president and part owner of the Albers Milling Company, San Francisco, Albers Carnation cereals, flours, etc., died last week at that city.

INSPECT at OUR RISK

This Treasure House of Words and Knowledge

MARCH'S THESAURUS DICTIONARY



1462 pages on thin opaque paper. Durably bound in handsome Buckram with gold stamped title.

"The cesy writer's first aid," says Motibag in its April, 1926, issue. "—a special kind of word book, in which can be found quickly and easily and in one place, all the words associated in meaning or related to a specific diea, so that a writer may choose either exactly in the same of the same of the control of the cont

places in your hands a complete command of the whole English language and thousands of facts which you need daily.

By its unique patented arrangement of grouping related words you are enabled to instantly locate any word for the exact shade of meaning you wish to convey.

It not only defines the words you know, but supplies the words you may not know; for instance, under "Truth" you find 1000 words covering truth and its opposites, fraud, error, etc. Invaluable to advertisers, writers and public speakers.

This book, which in three large previous editions sold for \$12.50 to \$18.00, was called the "chiefest tool of the writing man" because of the complete mastery of English which it placed in the hands of the user, enabling him to choose instantly the exact worl for his every purpose.

NEW AMPLIFIED EDITION

contains all that made March's Thesaurus "a reference book of international fame" (World's Work), plus the addition of all of the important words used in the leading sciences, chapters which are complete text-books on English grammar, English composition, the evolution of writing, word building. Biblical references.

It enables you to easily locate facts which in themselves constitute a liberal education, up-to-date geographical facts not found in the largest gazetteers, historical facts of interest to every American, to the famous characters of literature and their dominant traits, to the pseudonyms of the most noted authors, etc.

Despite the addition of thousands of new words, including those which arose out of the World War, and the progress of the arts, etc., despite the addition of valuable illustrations and diagrams, it has been possible to reduce the price of this new amplified Edition to the extremely low price of \$9.00. So sure are we that an examination will convince you of its worth, we will send a copy to you as per the approval coupon below, on 10 days' trial.

SEND IN THAT COUPON. Keep the beek for 10 days. Read it for the interesting, important data which it eentains. Then if you do not find it the most valueble book you have ever owned, you have but to return it and we will refund your deposit without question.

--- "SEND ON APPROVAL" COUPON---

HISTORICAL PUBLISHING CO., Dept. PW-7 1334 Cherry St., Philadelphia, Pa.

I enclose \$3.00 for which send me (Postpaid in U. S. A. or Canada) a copy of the new Ampified Edition of March's Thesaurus Dictionary. If I keep the book, I will pay you \$2.00 per month for three months.

If for any reason I do not wish to keep the book, I will return it to you in good condition within 10 days, and you are to refund my \$3.00.

11

Advertising Manager

The man we want is versatile. His sales letters will bring home the bacon. He will create unusual folders and booklets. will edit our house-organ.

Above all:

He will originate startling selling schemes and work hand-inhand with the sales department.

Firm established over twenty years. Located in pleasant town forty-five miles from New York City. Permanent position and excellent opportunity for producer. Address "B," Box 76, care of Printers' Ink.

AGENCY FOR SALE

Lack of finances makes it advisable to offer for sale a small recognized agency in the Middle West. The only recognized agency within two hun-dred miles and its territory produces better than a half million annually in billing. No real competition nearer than three hundred miles. Cannot be successfully operated on a shoestring, neither is it a promising proposition for hasbeens or beginners. One or two real agency men with a reasonable amount of capital can cash in on this. As a branch of a well-known national agency it would be still better. If interested, address "Y," Box 74, Printers' Ink, 230 South Clark St., Chicago, Ill.

If You Play Golf-



Fon can save money on your golf balls
Fine quality repainted or
rewashed balls will save you
half your golf ball expense.
and play just as well as new
half your golf ball expense.
and play just as well as new
half your golf ball expense.
and play just as well as new
half your golf ball expense.
and play just as well as new
half your golf ball expense.
and play just as well as new
half your golf player or expert.
at Grade Krofilets or Spaidings, Dz. \$4.50.

216 Grade Assorted Standard Balls, Dz. \$4.00.
20. \$3.00.

Satisfaction guaranteed or money refunded
ECONOMY GOLF BALL COMPANY

ECONOMY GOLF BALL COMPANY 9-15 Maiden Lane, New York

Haverty Chain Advances C. E. Russell

Charles E. Russell, advertising and display manager for the Haverty Furni-ture Company at Memphis, Tenn., has been promoted to the position of adverbeen promoted to the position of adver-tising and sales promotion manager of the Haverty chain of stores, over a dozen in number, with headquarters at Atlanta, Ga. Mr. Russell succeeds J. Haverty, who has been appointed vice-president and manager of the Haverty store at Birmingham, Ala.

Increases Scope of Seattle Community Campaign

The scope of the advertising cam-paign of the Seattle, Wash., Chamber of Commerce, has been extended to attract investors and industries to that territory. It was formerly limited to advertising to tourists. Newspapers, magazines and business papers are being used.

Trenton, N. J., "Times" Buys "State Gazette"

The Trenton, N. J., State Gazette, a morning newspaper, has been bought by the Times Company, publisher of the Trenton Evening Times and the Sunday Times Advertiser. James Kerney, publisher and editor of the Times Company's publications, is controlling owner of the three papers.

New Accounts for Nathan Advertising Company

The Ettinger Manufacturing Company, maker of pillows, table runners and bed spreads, and A. R. Webb & Company, stocks and bonds, both of Chicago, have placed their advertising accounts with the Nathan Advertising Company, Inc., of that city.

Appoints J. P. McKinney & Son

The Newburgh, N. Y., News, has appointed J. P. McKinney & Son, publishers' representatives, as its national advertising representatives.

Wanted by Publishers' Representative

Experienced newspaper advertising salesman in the national field to take charge of long established Eastern office in New York. Salary \$5000 to \$7500. Unusually happy working conditions assured.

Address "J," Box 221, Printers' Ink

GIBBONS knows CANADA"

MONTREAL

WINNIPEG

VS.

k

Sales Representatives Wanted for Philadelphia, New York City and Boston

Nationally known manufacturer, selling a quality product, to large industrials, public utilities and rail-roads, is expanding its sales organization and is seeking the services of sales representatives in the above cities.

Only men who have actual record of sales accomplishment and personal acquaintanceship in the industrial field, will be considered.

Applications by mail only, giving complete history, age, personal qualifications, etc.

All replies will be treated in strict confidence.

Our salesmen have seen this advertisement.

Address "President," Box 75, care of Printers' Ink.

Assistant Sales Manager

Applicant should have experience as Assistant Sales Manager in large manufacturing organization, or as Sales Manager in smaller company. Experienced in selling through jobbers or distributors necessary. Splendid opportunity with large company selling nationally advertised product. Reply in own handwriting, giving age, experience in detail, physical characteristics, last two years earnings, and phone number. Photograph must be sent to get consideration. Replies strictly confidential.

Address "Z," Box 73, care of Printers' Ink

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery Conner Fendler Branch, A. T. F. Co. New York City



Modern Job Plant producing high-grade printing, seeks connection with a wellrated advertising agency or printing broker. The Groiman Press, 245 Seventh Avenue, New York City.

RAPID WRITING SYSTEM

Copyright, plates and copies of book teaching simplest, easiest-to-learn semishorthand or speed writing for business, advertising men, lawyers, preachers, students, etc. Box 761, Printers' Ink.

\$500,000 corporation is marketing house to house a much-needed, thoroughly successful kitchen accessory and needs local distributors—men of ability and experience who can organize and supervise a field force. Very little capital required with great opportunity to make big money. Sell yourself by letter. Dept. 5, Indianapolis Pump and Tube Company, Indianapolis, Indiana.

WANTED—A GOOD MAN AND A LITTLE MONEY: A client in Chicago has the American rights to a product which is selling rapidly to building owners—apartments, hotels, clubs and homes—through architects and contractors. It is a product as revolutionizing as the disappearing bed, sells for less than \$100 per unit and has unlimited possibilities. He already has contracts for many of the most prominent buildings in the United States. But he needs a good man to handle the business management from the office—to relieve him for selling. He also needs at least \$10,000 to finance the business. The spending of this money will be under the direction of the man who puts it in—not for stock or to pay bills priorly contracted. It is a proposition that has visible profits of at least \$7,500 the first year. He does not want the money without the man. This is worth immediate investigation by anybody who is ready to start in a going business. A liberal proprietory interest in the company goes with the deal. Information gladly furnished. Address your inquiry to The E. T. Sadler Company, Tribune Tower, Chicago.

POTTER DRUM CYLINDER PRESS, sheet 25x38. In first-class condition. Replaced by large press. Will accept \$250 on floor, Port Washington, L. I. CONNE FENDLER, 96 Beekman St., New York City.

CARTOONS DRAWN TO ORDER Price to cover both drawing and engraving 3 col. wide, 6 in. deep, \$5.75. Send us idea, specify size of cut; we will do the rest.

GUIDO D. JANES SERVICE Quincy, Illinois

Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Southern Texas or Part of California exclusive rights to represent one or two good factory lines are wanted by two men. Both are successful salesmen and business men who are familiar with the problems of the jobbing and retail trade. This will be a live connection for a manufacturer in either territory. Box 764, care of Printers' Ink, Chicago Office.

HELP WANTED

Men and women in every State to write trade-journal articles for our publication at regular space rates; free-lance and assignment workers write for information. Box 770, Printers' Ink.

WANTED

A man of keen, analytical ability to investigate business problems—sales and merchandising. Must be willing to spend large proportion of his time on the road. Box 763. Printers' Ink.

WANTED

House-Organ Editor: Large manufacture of household products needs immediately a young, energetic and ambitious man to take charge of their monthly magazine issued for benefit of retail salesmen. Right man will be allowed full play to develop magazine and win recognition. Candidate must have the ability to write clearly; a sense of news values, and some merchandising experience. Knowledge of furniture, decorating or floor covering trade would be valuable. Considerable travel involved. Headquarters at factory in small city upstate New York. Salary commensurate with abilities, with apportunity for advancement. Applicants should state age, religion, education and experience. Box 766, Printers' Ink.

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Interesting Proposition

for ambitious young man who can sell advertising printed matter of unusual merit. References. Box 773, P. I.

WANTED

Classified Manager, Oklahoma's largest morning and afternoon papers. Splendid opportunity. Give qualifications first letter.

OKLAHOMAN AND TIMES Oklahoma City, Oklahoma

FEATURE SECTION MAN

with crew, wanted by paper of national importance. Requirements are that this man and crew must be Masons, who know man and crew miss be Masons, who know how to combine editorial, advertising and circulation work. Job will last at least two years, covering every State in the Union. Write fully, telling us who you are, what fraternities you belong to, what you can do and what you expect in commissions. Address Box 776, P. I.

ARTIST

Excellent opportunity with large adver-Excellent opportunity with large adver-tions agency; man capable of producing good layouts in color and line who can of finished lettering; preference will be given to a figure man or one who can suggest a good figure; to the right man will offer a good starting salary with chance to work on large national accounts; experienced man only will be considered write fully, stating age, experience and salary desired. Replies will be held confidential. For immediate interview enclose a few printed samples of your work, which will be returned. Box 771, P. I.

DIRECT MAIL COPY MAN

One of the largest publishing houses in One of the largest publishing houses in New York, could use a first-class copy and dise man—one specially adept on sales letters, resourceful, newsy, idea-ful. Tell us what you have done, the jobs or campaigns you have handled—with emphasis always on copy, letters.

Whatever else you tell us (present consection age, education, salary expected.

nection, age, education, salary expected, etc.) will be considered very carefully and will be held in strict confidence. Box 765, Printers' Ink.

Wanted— An Advertising Writer With Ability

-one who can serve the client, as well as write. The position is an important one-with a Four-A agency-important enough to attract a man who is earning real money. Advertising agency experience is essential. Address Box 769, P. I.

MISCELLANEOUS

PAINT PROCESS PRINTING PLANT Small, new, modern shop desires work from Advertising Concerns, etc. Printing on cloth, cardboard, wood, glass, metal. Artway Process Studios, 304 W. 34th St., New York City.

POSITIONS WANTED

Financial Advertising Man, exception-ally qualified, Banks, Bonds, Insurance, Real Estate, open for engagement, New York. Formerly agency manager. 762, Printers' Ink.

EXCEPTIONAL ADVERTISING MAN who can dig out new facts, reanimate old ones and present them in vivid, interest-ing style, is available. His basic training Box 777, P. I was newspaper writing.

Young woman with five years' agency experience in secretarial, research and writing wants position. No straight stenographic job, no selling. Christian, college gradu-ate. Starting salary, \$40. Box 768, P. I.

DIRECT-MAIL SPECIALIST

Thorough knowledge planning, copy, layouts, engravings, art, printing, seeks part-time connection with manufacturer, retail store or printer. Box 500, 228 W. 42d St.

ADV. WRITER

Ten years copy chief, big New York agencies, and advertising manager for large advertisers. Box 767, P. I.

Production Manager for publication, agency or large corporation. Wide advertising experience. Copy: layout; typography; direct advertising; skilled—A to Z—in all mechanics of publishing and advertising. Box 775, Printers' Ink.

ADVERTISING MANAGER

man with broad mellowed experience in marketing methods, a versatile imagi-native writer of advertising copy gifted with originality of conception, resource-ful in sales presentation and thoroughly versed in the mechanics of advertising work; has held important executive posts with prominent concerns, would willingly leave New York. Box 772, P. I.

SECRETARY

Competent young woman (25), thoroughly familiar with advertising operation, desires position as assistant to agency executive or advertising manager. Eight years' experience. Expert stenographer with ability to handle all advertising records and other details neatly and accurately. Thoroughly experienced in the preparation of schedules, ordering of space, billing and checking; also thorough knowledge of bookkeeping. Employed at present. Salary \$40.

Box 774, Printers' Ink

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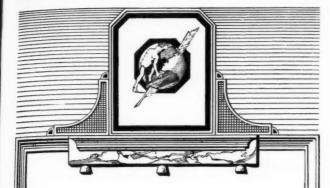
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Blossoms Ahead

Clients of this agency are not bound by contract. They are still free, legally, after they have appointed us as advertising counsel. The document which makes business relations is more forceful, more effective than any arbitrary agreement. It is confidence, two-sided. Clients come to us because the chart of what we have done for others is a conclusive indication of what we are likely to do for them. We promise little except that we will do the best we know how roverned by a ripe experience. After the case of two of working together, our customers generally find the promises in bloom.

The Geyer Company
Advertising
Third National Building
Dayton, Ohio

WEC

95% of the circulation of The Chicago Tribune is in the best counties of the Chicago territory

IN 1,151 towns of the Chicago territory The Tribune reaches from 20 per cent to 90 per cent of all the families. And the circulation is almost entirely in the "best" counties of Illinois. Indiana, Iowa, Michigan and Wisconsin. A classification of best, good, fair and poor counties has been made by the Crowell Publishing Company. It is based on the value of products. income tax returns, passenger cars, retail outlets and dwellings,

The concentration of the circulation of The Tribune in the prosperous counties explains the quick response and generous sales of Tribune advertisers.

	COUNTIES			
	In BEST	In GOOD	In FAIR	In POOR
Per cent of Sunday Tribune circulation in the five states Per cent of Daily Tribune cir-	94.8%	3.8%	1.2%	0.08%
culation in the five states	94.7%	3.3%	1.8%	0.2%

IN Chicago the same relative situation exists. In the best districts The Tribune has nearly 100 per cent coverage of the families. In the foreign districts, while reaching nearly every English-speaking family, The Tribune circulation has a lower coverage. Likewise in sections where rentals are much below average The Tribune audience is smaller.

Let a Tribune salesman give you the facts about this market and the power of The Tribune in it.

The Chicago Tribune MTHE WORLD'S GREATEST NEWSPAPER

Grow with The Tribune in 1926